AUGUST 3, 1959

THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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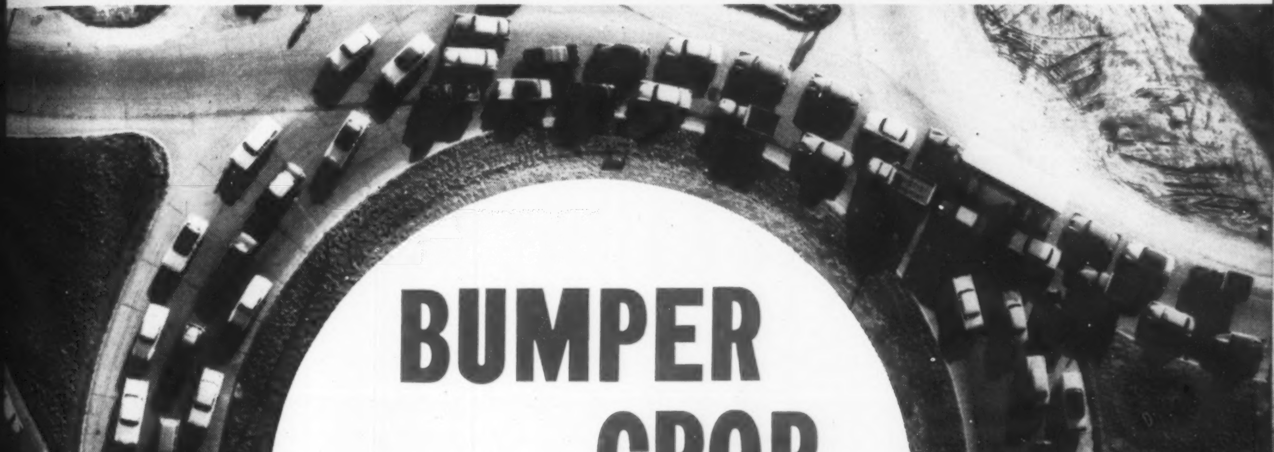


OX advertisers reap this bumper-to-
per crop twice each day in the big
las market!

KBOX

BUY Radio when you buy media BUY Balaban when you buy radio BUY KBOX when you buy Dallas and you BUY the people who BUY

*now number two in Dallas — May-June Hooper

THE BALABAN STATION
in tempo with the times
WIL St. Louis
KBOX Dallas
WRIT Milwauke
JOHN F. BOX, Jr., Managing Directo

Sold Nationally by
Robert E. Eastman & Co., Inc.

6:20 MARKETS
with Warren Kester

NO MATTER WHAT TIME IT IS . . .

MORE OF YOUR SIOUX CITY CUSTOMERS ARE WATCHING KVTV

Whether it's early evening watching the 6:20 Markets* or mid-evening—quality programing results in more viewers.

No matter what time it is right now, call your Katz man. Ask to see the February-March ARB which proves why KVTV is the best buy in Sioux City.

*The 6:20 markets with Warren Kester Livestock Foundation Reporter is part of the popular 6-6:30 News, Weather, Sports and Markets. The news is edited and prepared by KVTV's local and Washington News Staff, the largest news staff in any TV station in Northern Iowa.

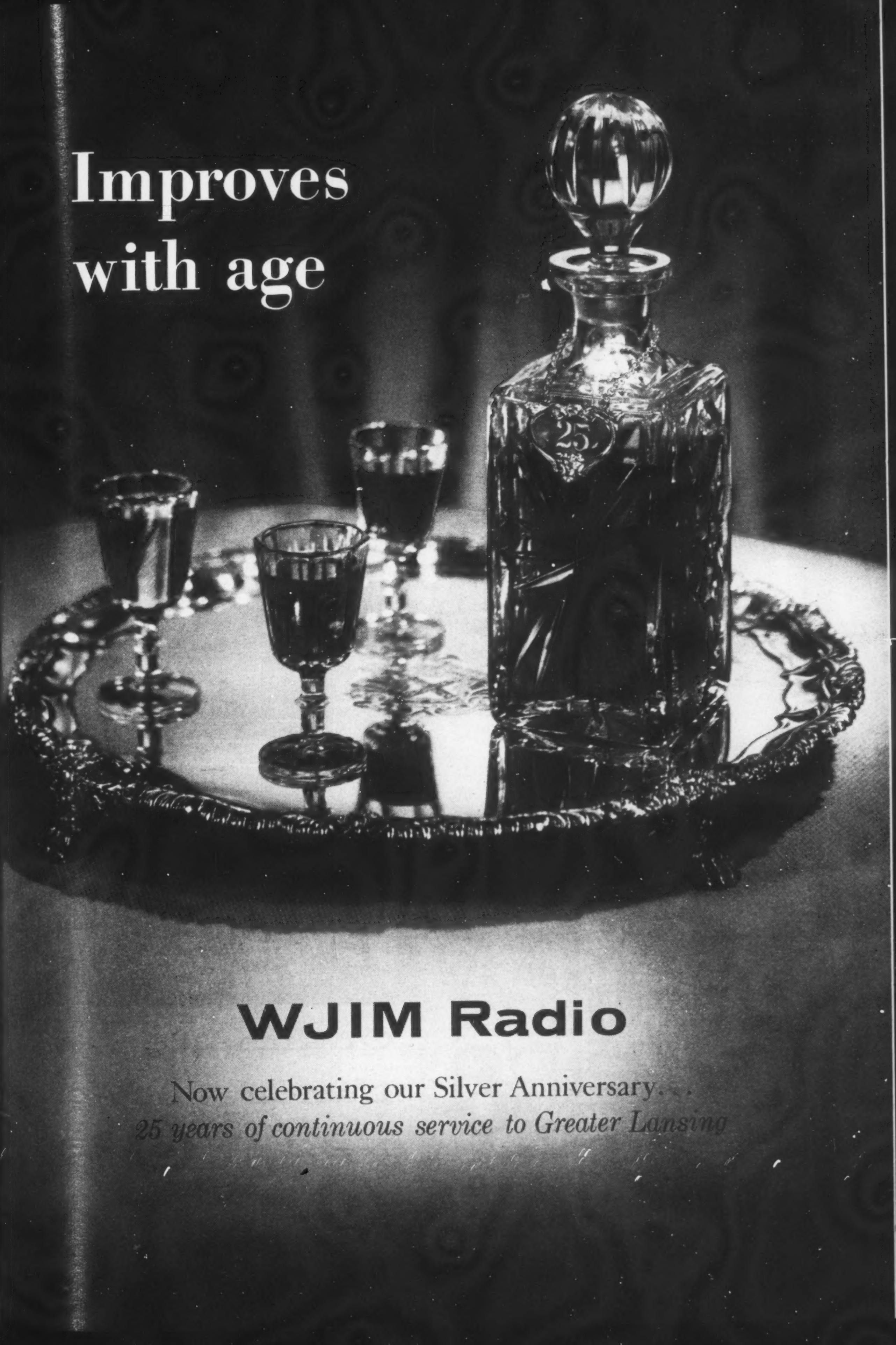
KVTV

CHANNEL 9 • SIOUX CITY, IOWA
CBS • ABC

Minn.
S. Dakota
Iowa
Yankton
Sioux City
Nebraska

PEOPLES BROADCASTING CORPORATION

KVTV	Sioux City, Iowa
WGAR	Cleveland, Ohio
WRFD	Worthington, Ohio
WTTM	Trenton, New Jersey
WMMN	Fairmont, West Virginia
WNAX	Yankton, South Dako

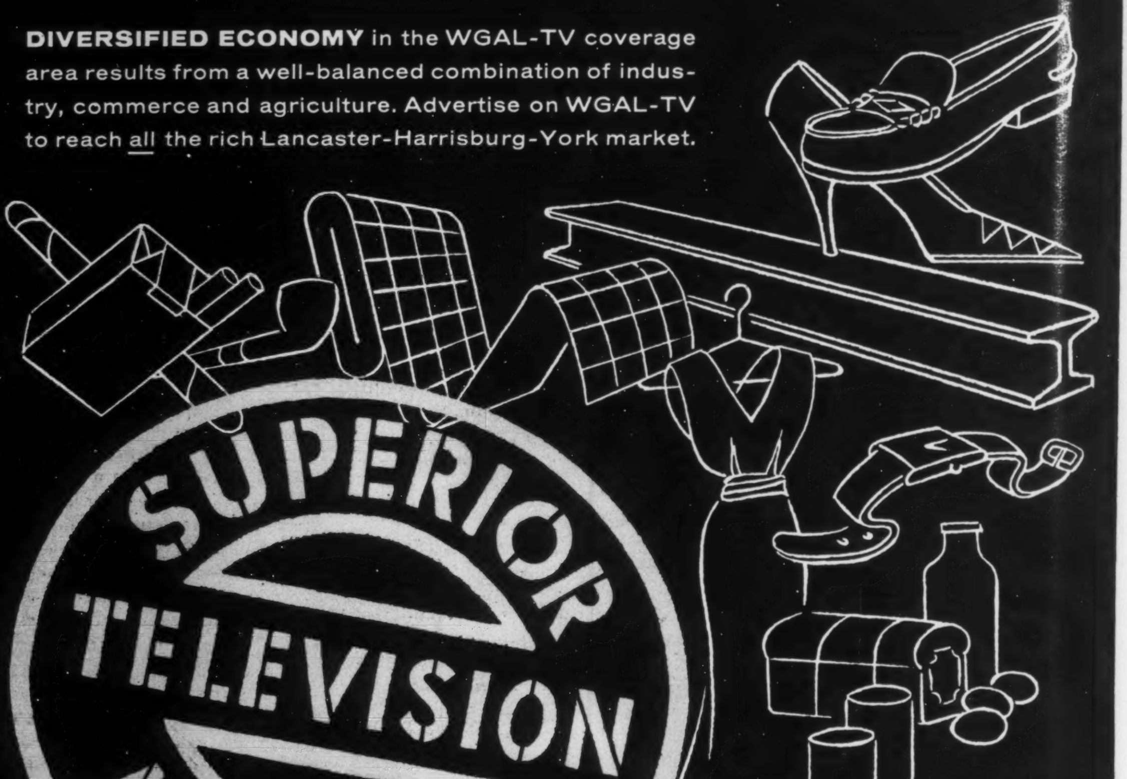


Improves with age

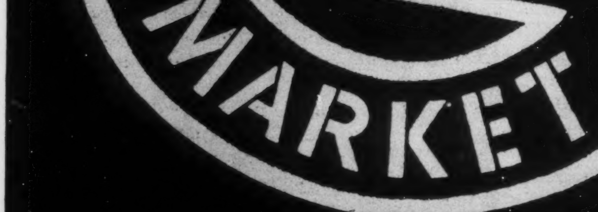
WJIM Radio

Now celebrating our Silver Anniversary. . .
25 years of continuous service to Greater Lansing

DIVERSIFIED ECONOMY in the WGAL-TV coverage area results from a well-balanced combination of industry, commerce and agriculture. Advertise on WGAL-TV to reach all the rich Lancaster-Harrisburg-York market.


SUPERIOR
TELEVISION
MARKET

AMERICA'S 10th TV MARKET


WILLIAMSPORT
BLOOMSBURG
LEWISBURG
HAZLETON
SUNBURY
SHAMOKIN
POTTSVILLE
LEWISTOWN
MIFFLINTOWN
HUNTINGDON
READING
LEBANON
HARRISBURG
CARLISLE
SHIPPENSBURG
LANCASTER
YORK
CHAMBERSBURG
GETTYSBURG
HANOVER
COATESVILLE
WAYNESBORO
HAGERSTOWN
WESTMINSTER
GRADE A
GRADE B
MR CHANNEL 8
8
NBC and CBS
316,000 WATTS

WGAL-TV

Channel 8
Lancaster, Pa.
NBC and CBS

STEINMAN STATION · Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. · New York · Chicago · Los Angeles · San Francisco

CLOSED CIRCUIT®

Won't happen fast • Nothing is going to happen on new drop-ins in two-station markets anytime soon. FCC met last Monday to tackle task but wound up with no formal staff instructions. When FCC reconvenes after Labor Day, it will have new studies to consider on basis of 150 mile co-channel separations (as against 170 mile minimum) and 40 mile adjacent channel spacing (as against 60 mile standard) in perhaps four markets (Providence, Louisville, Kalamazoo-Grand Rapids and Syracuse).

FCC has pondered interim deviations from standards in hope of providing third network opportunities in underserved markets but "high costs" in multiple station shifts and degrading effect upon existing service has caused it to take pause. Absence of two commissioners (Craven, who left last Wednesday for Geneva, and Hyde, who departs in fall for same International Radio Conference) may cause further delays since FCC would be loath to move on sensitive allocation matters without full strength.

Bartell expansion • With its acquisition of WOV New York and expansion in tv in Caribbean, Bartell Broadcasters Inc. shortly will follow lead of several other multiple owners with public stock issue but will retain control. Announcement expected to follow mid-August formal transfer of WOV which was acquired for $1,434,908. Bartell brothers, plus station managers and other key executives, met in New York last weekend. Only absentee was eldest brother, David, now volunteer deputy county attorney of Pima County (Tucson). Other Bartell stations: WOKY Milwaukee, WYDE Birmingham, KCBQ San Diego, KYA-AM-FM San Francisco, WAKE Atlanta.

Gerald Bartell, president, last week closed transactions for new tv stations in Curacao and Aruba, Netherland Antilles, with target dates of Dec. 10 and Jan. 1, 1960, respectively, under 25-year exclusive contracts. This is in addition to station being constructed in Port au Prince, Haiti, with J. Elroy McCaw, owner of WINS New York, now under construction with Nov. 16 target date. Contract with Haitian government is for 10 years.

Service concept • Suggestion that NBC Radio ought to switch from traditional network concept to "service" type of operation, with affiliates (or subscribers) paying straight fees and accepting or rejecting programming as they wish, was aired at private meeting of half-dozen NBC key affiliates last week as advance reports had indicated [Closed Circuit, July 27]. Discussion was based on contention that program soundness depends on financial soundness, that networks are depressing overall radio price structure and should get out of selling end but should be compensated on some basis—formulas derived from minute rates have been mentioned frequently in past—that would guarantee them fair profit. Last week's meeting, held Wednesday and Thursday in St. Louis, came up with no definite proposal, but further exchanges could lead to one.

While often-advanced idea of networks converting to service operations was most spectacular topic on St. Louis agenda, participants indicated discussions covered wide range including radio-tv sales, programming and operations problems. Two-day session was looked on as "a management meeting" which might become annual event. Present were Harold Grams, KSD-AM-TV St. Louis, Jack Harris, KPRC-AM-TV Houston, and Edwin Wheeler, WWJ-AM-TV Detroit, all on NBC-TV Affiliates Committee and who discussed with others areas to be considered at meeting of that committee later this month, and George Comte, WTMJ-AM-TV Milwaukee, Jack DeWitt, WSM-AM-TV Nashville, and Bill Bates, WDAF-AM-TV Kansas City.

Less 'Stardust' • NBC Radio's "Stardust" programming of five-minute entertainment vignettes every hour—17 per day Monday through Friday (at 25 minutes past the hour), plus weekend inserts—is slated for cutback Aug. 14 and with it come changes in selling pattern. On that date L&M Cigarettes' sponsorship of network portions of "Stardust" runs out and all segments that lie in station time will revert to affiliates. There are 10 of these per day across board. NBC plans to continue "Stardust" segments that fall in network time, totaling seven daily plus weekends, but they'll be entirely for network sale. In past, network and affiliates have both had availabilities within each five-minute segment, whether in network or station time.

Coffee break • Strength of Pan-American Coffee Bureau's spot tv campaign to promote stronger coffee brewing in U.S. (and to parry tea growers' drive) will depend upon how well coffee bean growers kick in. Bureau's goal is $4 million and so far it falls short. Last ad budget was estimated $1 million. Account is handled by BBDO New York.

General Cigar Co. through Young & Rubicam has contracted for The Deputy, *starring Henry Fonda on NBC-TV Saturday 9-9:30 p.m. beginning this fall, sharing sponsorship with Kellogg, through Leo Burnett Co. Remington-Rand (shavers) has signed with CBS-TV for co-sponsorship of* The Circus, *one-time spectacular in December through Y&R.*

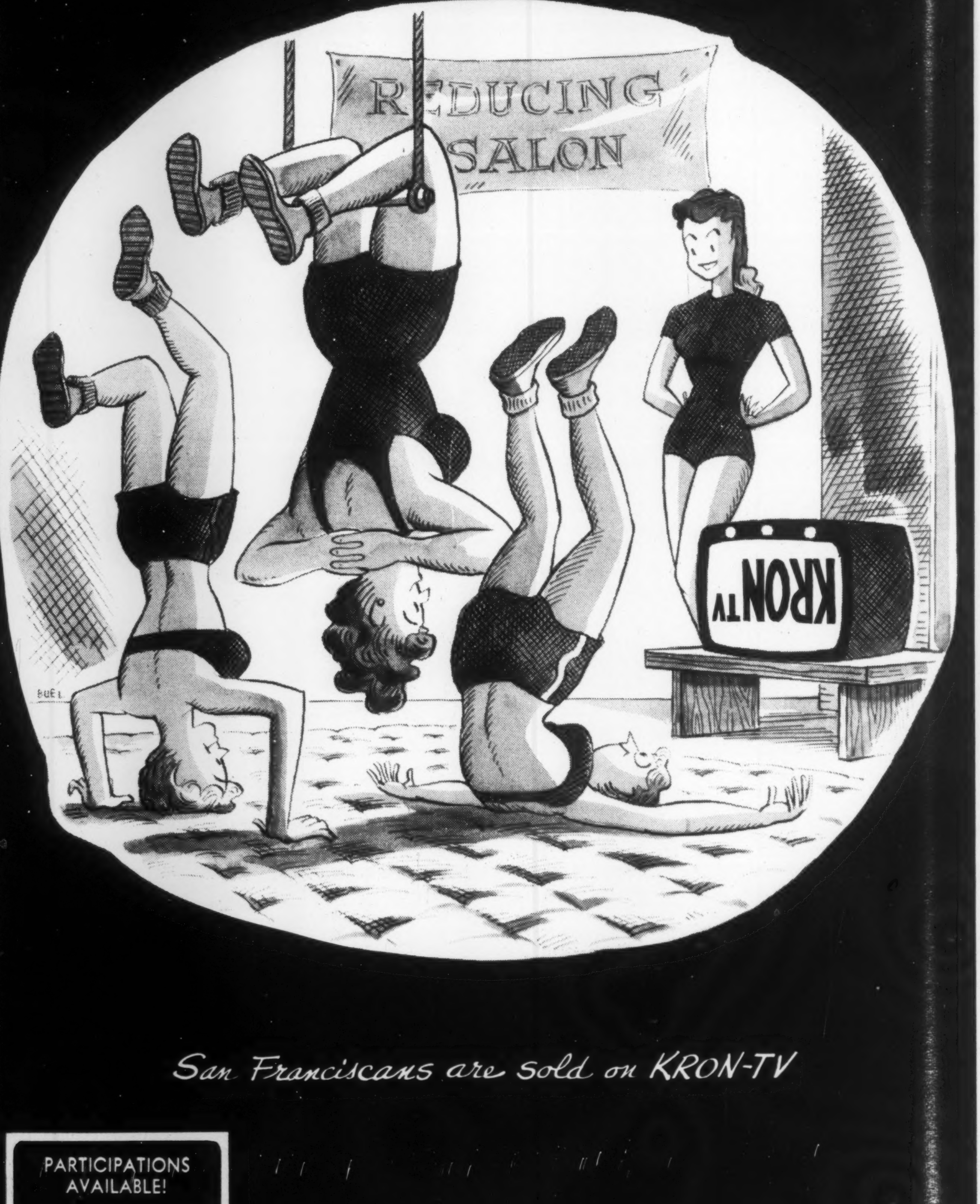
Pandora's box • FCC is bucking efforts to give it jurisdiction over community antennas as proposed in several pending bills. At meeting last week with Nick Zapple, Senate communications specialist, FCC lawyers argued: (1) Catv is wired service with common carrier connotations, whereas legislation would bring it under broadcast provisions, thus comingling common carrier and broadcasting. (2) If this is done protest provision would apply and open way for economic injury complaints by telecasters against any of some 500 catv's. It would open floodgates on hearings. These views will be reflected in comments to be filed with Senate Commerce Committee this week.

Renewals pend • Odd situation whereby two Chicago network outlets have been operating since Dec. 1 without license renewals has raised slight hubbub in city's newspaper radio-tv columns. Facts are these: FCC hasn't acted on NBC stations' licenses because it hasn't resolved complaint by AFTRA that NBC had cutback on WNBQ (TV) live originations and also because of radio applications from west coast involving WMAQ's 670 kc frequency. FCC hasn't acted on CBS' renewals (WBBM-AM-FM-TV) because of pendency of allegations of impropriety by Tex McCrary in St. Louis ch. 11 case—brought out during House Oversight hearings.

News & Sec. 315 • Widespread reports that such programs as NBC's *Meet the Press* and CBS' *Face the Nation* would go by boards if Senate version of Sec. 315 amendment banning panel shows becomes law were scotched last week. These programs, in fact, are "news interviews" rather than "panel discussions." In each program, news men fire questions on interview basis at some national or international figure. Thus they are similar to news conferences (President Eisenhower's seances, for example) rather than panel discussions.

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc.,
1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.

KRON is TV in SF


REDUCING SALON
KRON TV
BUEL

San Franciscans are sold on KRON-TV

PARTICIPATIONS
AVAILABLE!
"PEOPLE'S COURT"
SUNDAY, 5:00-5:30 PM

• SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

WEEK IN BRIEF

MR. RUNYON

The small account gives more than profit • Growing up with the small account, facing the challenges inherent in the marketing and advertising of the new product with the limited budget, usually reaps the agency much greater returns than a mere dollar profit on billings. At least that's the theory of one former big-agency, big-account executive, based on his experiences running his own agency. Jack W. Runyon, San Francisco, tells the story in this week's MONDAY MEMO. Page **21**.

Tv quiz 'scandal' exhumed • Rep. Oren Harris (D-Ark.) and Sen. Warren G. Magnuson (D-Wash.) plan to conduct investigations of the allegations of fraud (rigging and coaching of contestants) which produced a field day last fall for headline-hungry newspapers when the New York grand jury probed television quiz shows. Both seek to unlock the sealed grand jury presentment. Page **37**.

Beeline to Higbee • Broadcasting industry's "$64,000 Challenge" under auspices of Radio Advertising Bureau will provide test of radio's ability to sell department store items. Page **42**.

Networks' $300 millions • Tv network time billing in first six months of this year goes over the $300 million mark, represents 9.3% gain. Similar percentage hike scored in June. Page **44**.

Nikita wields whip • ABC-TV victim of Russian Premier's wrath following telecast of tape-recorded interview with Vice President Nixon. Page **49**.

Public service "must" • *Harper's* editor says over 500 readers endorse a proposal that radio-tv stations be forced to feed a kitty to finance public service programs in prime time. Page **58**.

Ungagging Sec. 315 • Senate passes bill granting newscast exemption from equal-time provision in move to relieve broadcasters from historic yoke; House action due next. FCC issues order putting time limit on equal-time appeals and placing burden of proof on petitioner. Page **62**.

Option time adherents speak • Early comments on FCC rulemaking proposal from ABC and ABC-TV and CBS-TV affiliates' groups oppose reduction in tv network option time, generally agree (except ABC) to other changes. Station Representatives Assn. goes along with FCC proposal on option time, but wants its own version too. Page **66**.

King of the kilocycles? • Super frequency board proposed by Rep. Harris would control entire spectrum, make allocations between government and non-government. He also suggests establishment of government administrator to oversee government assignments and continuance of FCC for non-government supervision. Page **68**.

FCC asks off hook • FCC tells Senate Antitrust Subcommittee it does not have competence to serve as watchdog on telecasting of professional team sports in resumed hearings on antitrust exemptions; threat of radio-tv blackout still hangs over broadcasters. Page **74**.

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buy four

markets with

one purchase,

save enough

to buy a fifth

medium market

BIG! even for TEXAS!
CBS TELEVISION

WEST TEXAS
TELEVISION NETWORK
KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE - SWEETWATER
KEDY-TV
BIG SPRING, TEXAS
KICA-TV
CLOVIS, NEW MEXICO
NATIONAL REPRESENT'VE
THE BRANHAM COMPANY

W. D. "Dub" Rogers, President and Gen. Mgr.
R. S. "Bud" Nielsen, General Sales Manager
John Henry, National Sales Manager

MOST DIGESTIBLE!
LANSING IS 69 th ?

. . . It's a fact. The Lansing metro area is now ranked 69th nationally. (SRDS — MAY, 1959)*

WHAT'S THAT MEAN IN MONEY?

Take FOOD SALES for example.
Last year $90,681,000 was spent in the market on this item alone!

Yes, the Lansing market is BIG . . . and to serve it best, buy . .

WILX-TV
NBC • CHANNEL 10
STUDIOS IN
LANSING
JACKSON
BATTLE CREEK

WILS
5000 WATTS
THE
MARKET'S
NO. 1
STATION

affiliated with WPON-PONTIAC

CONTACT VENARD,
RINTOUL & McCONNELL, INC.

*Population

Lansing's Stable AND GROWING Economy is Based on Industry, Education and Government

AT DEADLINE

LATE NEWSBREAKS APPEAR ON THIS PAGE AND NEXT • DETAILED COVERAGE OF THE WEEK BEGINS PAGE 37

Six of seven homes now have tv sets

Six out of seven U.S. households (86.3%) had at least one television set in May 1959, according to report being issued today (Aug. 3) by Advertising Research Foundation from data compiled in conjunction with Census Bureau's current population survey.

This total of 44,462,000 tv homes compares with 41,924,000 reported by Census Bureau as of January 1958. Homes with more than one television set increased from 3,417,000 to 4,400,000 in same period, bringing total tv sets in U.S. households to 49.3 million. From standpoint of people, ARF said almost 154 million were members of tv homes as of last May.

ARF noted that May total of tv households was more than 12 million above figure for June 1955 when ARF started this series of continuing reports. Multiple-set households in May almost equaled total tv homes found by 1950 census.

Latest report was underwritten by ABC, CBS-TV, NAB, NBC and TvB. Currently being circulated to ARF subscribers, it includes breakdowns for areas inside and outside standard metropolitan areas, urban and rural residence, type of household, size of household, census geographic regions and divisions, and Nielsen tv index territories, plus technical appendix. Copies may be ordered from ARF, 3 East 54th St., New York 22, at $5 each.

Sports tv blackout impractical—Johnson

Senate Antitrust Subcommittee completed four days of sports hearings Friday (July 31) with testimony from former Sen. Edwin C. Johnson (D-Colo.) that baseball tv blackout should not be allowed "anywhere, anyplace at anytime." Sen. Johnson, at one time president of the Class A Western League, said 75-mile radio-tv blackout (as proposed in S 616) is not practical and would violate public interest.

He proposed amendment specifying that radio-tv contracts fall under antitrust laws and that two-thirds of revenue from major league broadcasting would be allocated to minors and other purposes other than benefit of major league club owners. "I am convinced that the only relief professional baseball can give its minor league clubs is compensating cash payments to cover losses occasioned by the telecasting of major league games in minor league territory," Sen. Johnson said.

Riviera debut

Top-secret wraps this week go off American Tobacco's new product—Riviera, filter-tip, king-size mentholated cigarette. Expected debut confirmed Friday (July 31) by Sullivan, Stauffer, Colwell & Bayles, agency appointed by American Tobacco to handle advertising. SSC&B acknowledged broadcast media are in Riviera's plans. Two other mentholated, filter-tip brands of other leading cigarette makers were introduced recently with preliminary campaigns on tv, radio and printed media. These are Philip Morris' Alpine and P. Lorillard's Spring. BBDO is American Tobacco's agency for Lucky Strike and Hit Parade; Lawrence C. Gumbinner handles Herbert Tareyton, while SSC&B is agency for Pall Mall as well as two cigar and one tobacco brand, all American Tobacco products.

Branch Rickey, honorary board chairman of Pittsburgh Pirates, told committee everything from air conditioning to automobiles, in addition to tv, have contributed to minor's demise in recent years.

Sen. William Langer (R-N.D.), outspoken foe of pay tv, Friday offered amendment to two bills exempting professional sports from antitrust laws under consideration (see earlier story, page 74) which would prohibit any professional team sport from entering into pay tv agreement. He sponsored same amendment last year and is author of bill banning pay tv.

ABC-TV Chicago meet

ABC-TV's midwest affiliates meeting in Chicago drew 133 station and promotion managers Thursday and Friday who rallied to call by network executives that 1959-60 will prove "critical one" for ABC-TV in attempt to overtake CBS-TV and NBC-TV. On basis of private reactions, affiliates enthusiastically supported fall programming plans and promised extensive promotional support. Decision to take over 10:30-11 p.m. period, station option time, and plans for daytime programming encountered no strong negative reaction, nor did co-op advertising among stations emerge as issue. Affiliates generally agreed, unofficially, that ABC-TV has made considerable progress in programs and ratings since similar meeting last year and they seemed prepared to afford clearances where needed.

Tv gets last films of pre-'48 vintage

Sale of 185 20th Century-Fox pre-1948 feature films to National Telefilm Assoc., New York, is being announced today (Aug. 3) by Harold Goldman, president of NTA International, which distributes features for parent company. Price was estimated to be approximately $12 million.

Disposition of 185 features is said to deplete Fox's library of salable motion pictures and is reported to be final product of pre-1948 vintage to be available to tv. NTA and Fox entered into basic agreement in October 1956 but Fox had option not to accept NTA's offer for films as Fox released them to tv. Since that date, NTA has acquired total of 423 features (including final group) at total price of about $32 million, plus additional compensation based on sales to tv.

Harris asks N.Y. court for tv quiz report

Affidavit presented Friday (July 31) to New York General Sessions Court seeking release of minutes of 1958 grand jury investigation of tv quiz programs to House Legislative Oversight Subcommittee (earlier story, page 37). Signed by Subcommittee Chairman Oren Harris (D-Ark.), affidavit said requested information would be "of immense aid" to House body in carrying out announced investigation of quiz shows.

Judge Irwin Davidson, former member of Congress, accepted presentation in absence of Judge Mitchell D. Schweitzer, who ordered grand jury report sealed. Secret report was not mentioned in House affidavit. Judge Schweitzer is on vacation until September but there was speculation Friday he would return to act on Harris motion in next few days. New York District Attorney Frank Hogan told court he

CONTINUES *on page 10*

AT DEADLINE

CONTINUED *from page 9*

had no objection to subcommittee request for grand jury minutes.

Harris' affidavit spelled out legal authority of subcommittee to obtain desired proceedings. He said information received by Oversight "provides a substantial basis for the suspicion that, in many cases, selected contestants on these shows were given answers to questions and 'coached' prior to their appearance before the television cameras." Rep. Harris told court if this is true, American public has been "fraudulently induced to watch these programs to the enormous profit of tv producers and the sponsors of tv programs."

Congressman said one objective of investigation is to discover why no action has been taken by FCC and FTC "to prevent a recurrence of said practices and to inform the American people of the existence of the alleged fraud."

Rep. Harris specified that subcommittee plans to hold own hearings at undecided future date and "it is extraordinarily important to the conduct of our hearings that we be assured of complete and true information before a hearing is held. . . . It would provide us with a means of adequately judging the veracity and completeness of the information given to our investigators . . ." and to secure information and names of persons involved in questioned shows not readily obtainable elsewhere.

Richard Goodwin, subcommittee attorney assigned to case, said Friday he had not contacted any principals involved. In addition to producers and contestants of shows involved, it is known advertising agencies and sponsors also appeared with records before grand jury.

Defense comes dear

Thurman Whiteside is estimated to have spent over $100,000 for his defense battle in 14-week Whiteside-Mack conspiracy trial, according to Associated Press dispatch. Miami lawyer has paid every cent of expenses of every witness called in his defense, said Mr. Whiteside's lawyer, former Circuit Judge Richard M. Hunt. Mr. Whiteside and ex-FCC Comr. Richard A. Mack were charged with conspiracy in Miami ch. 10 case. Trial ended with hung jury. Retrial is scheduled Nov. 3.

• Business briefly

• Terry Candy Co., Elizabeth N.J., which recently appointed Weiss & Geller, N.Y., for broadcast and print advertising, in September will start saturation spot tv drive for three products. "Freez-a-Pop" (new liquid pops in six-packs sold in supermarkets for home freezing) to increase production for campaign starting in Florida and Georgia and moving west to Texas and California. Saturation minute spot schedules and children's shows will be used. Start of cooler weather in New England and eastern markets will mark start of campaign directed to housewives for chocolate covered mints. Lovenest candy bar also will use saturation tv spots in continuing market by market move with number of spots varying with size of markets. Radio spots are proposed in markets where competitive products have taken tv time.

• Webcor Inc. (tape recorders, phonographs), Chicago, is considering re-entry into radio, chiefly in Chicago area, to push 1959-60 line. Nothwithstanding limited budget, company may allocate $10,000-$12,000 for local program sponsorship or announcements.

WEEK'S HEADLINERS

MR. HOLLENDER

ALFRED L. HOLLENDER, vp in charge of television with Grey Adv., N.Y., promoted to executive vp with area responsibility for tv, marketing services, production, finance and branch office operations. Mr. Hollender is second executive vp at Grey, joining Herbert D. Straus, who will devote full time to supervision of client contact and creative services. Mr. Hollender has been with Grey for six years.

MR. COMINOS

JAMES G. COMINOS appointed vp in charge of tv-radio programming, and JAMES L. ISHAM vp in charge of creative services with Needham, Louis & Brorby, Chicago, as part of realignment dividing functions at agency. Mr. Cominos will concentrate primarily on broadcast program creation and development, and Mr. Isham on copy, art and tv-radio creative operations, now consolidated. JOHN SCOTT KECK, vp and director of radio-tv programming, will assist Mr. Cominos.

MR. SWIFT

ARTHUR M. SWIFT named manager and director of sales of WTCN-AM-TV Minneapolis-St. Paul. Acting manager of WTCN Radio since January, Mr. Swift had been general sales manager of WOOD-AM-TV Grand Rapids, Mich., for nine years. Both stations are owned by Time Inc.

MR. PATTERSON

WALTER PATTERSON, formerly manager of WKHM Jackson, Mich., appointed executive vp and general manager of Knorr Bcstg. Corp. and Knorr affiliated stations. In addition to WKHM these are: WKMH-AM-FM Detroit-Dearborn, WKMF Flint, WSAM-AM-FM Saginaw-Bay City and WELL Battle Creek, all Michigan. Mr. Patterson first joined Knorr in 1946 as sales manager of WKMH. In 1954 he acquired interests in WHAR Clarksburg and WKYR Keyser, both West Virginia, and, later, WTRX Bellaire, Ohio (which he sold), and returned to WKHM early this year. EDWIN R. HUSE, formerly account executive with WXYZ-TV Detroit, named to succeed him and appointed vp of Jackson Bcstg. and Tv Corp.

MR. SWAFFORD

THOMAS J. SWAFFORD, general manager of WCBS-AM-FM New York, appointed vp and general manager of WCAU-AM-FM Philadelphia, both CBS-owned, succeeding JOSEPH T. CONNOLLY, who will be reassigned after recuperating from major surgery. (Mr. Connolly underwent operation for brain tumor July 22.) Prior to joining WCBS as general manager in June 1958, Mr. Swafford was account executive for four years with CBS Radio Spot Sales, N.Y. Previously he was eastern sales manager with KNX Los Angeles-Columbia Pacific Radio Network.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

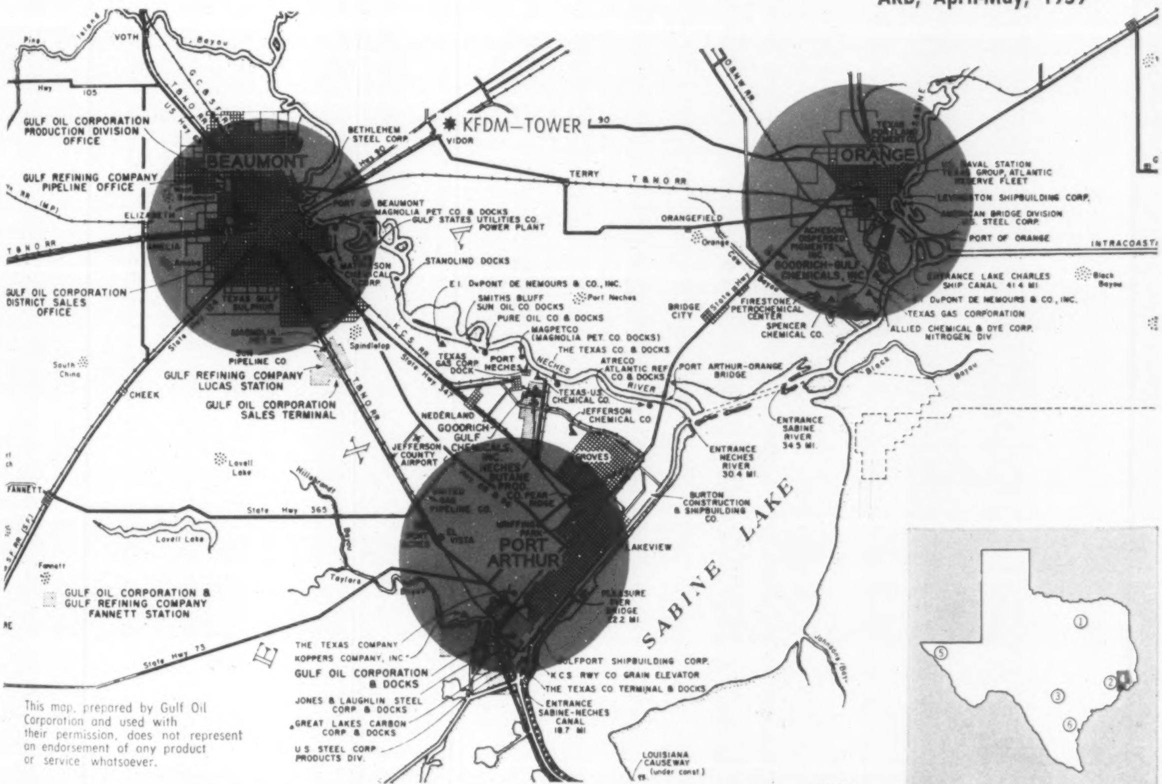
BEAUMONT -PORT ARTHUR-ORANGE

TEXAS HOT SPOT

Only KFDM-TV Gives You
all of Texas' 4th market, with over
750,000 prosperous buyers in the oil,
chemical and industry-rich Gulf Coast Hot Spot . . .

Sign-on to Noon
Noon to 6 P.M.
6 P.M. to Midnight
Sign-on to Sign-off . . .
and 18 of the
Top 20 Shows

ARB, April-May, 1959


BEAUMONT
ORANGE
PORT ARTHUR
KFDM—TOWER
VIDOR
VOTH
Pine Island Bayou
Hwy 105
G C & S F RR
T & N O RR
US Hwy
Hwy 90
TERRY
ORANGEFIELD
Orange
ELIZABETH
AMELIA
GULF OIL CORPORATION PRODUCTION DIVISION OFFICE
GULF REFINING COMPANY PIPELINE OFFICE
GULF OIL CORPORATION DISTRICT SALES OFFICE
BETHLEHEM STEEL CORP
PORT OF BEAUMONT
MAGNOLIA PET CO & DOCKS
GULF STATES UTILITIES CO. POWER PLANT
MATHIESON CHEMICAL CORP
STANOLIND DOCKS
E I DuPONT DE NEMOURS & CO., INC.
SMITHS BLUFF SUN OIL CO DOCKS
Port Neches
PURE OIL CO & DOCKS
MAGPETCO (MAGNOLIA PET CO DOCKS)
THE TEXAS CO & DOCKS
TEXAS GULF SULPHUR
MAGNOLIA PET CO
SUN PIPELINE CO
Spindletop
GULF REFINING COMPANY LUCAS STATION
GULF OIL CORPORATION SALES TERMINAL
K C S RR
State Hwy 347
TEXAS GAS CORP DOCK
PORT NECHES
NECHES RIVER
ATRECO ATLANTIC REF CO & DOCKS
TEXAS-US CHEMICAL CO
JEFFERSON CHEMICAL CO
NEDERLAND
GOODRICH-GULF CHEMICALS, INC.
NECHES BUTANE PROD. CO.
PEAR RIDGE
JEFFERSON COUNTY AIRPORT
GROVES
UNITED GAS PIPELINE CO.
GRIFFING PARK
EL VISTA
PORT NECHES
South China
CHEEK
Lovell Lake
FANNETT
Fannett
State Hwy 365
Hillebrandt Bayou
Taylors Bayou
State Hwy 73
GULF OIL CORPORATION & GULF REFINING COMPANY FANNETT STATION
TEXAS PORTLAND CEMENT CO.
U.S. NAVAL STATION TEXAS GROUP, ATLANTIC RESERVE FLEET
LEVINGSTON SHIPBUILDING CORP.
AMERICAN BRIDGE DIVISION U.S. STEEL CORP.
PORT OF ORANGE
INTRACOASTAL
ACHESON DISPERSED PIGMENTS INC.
GOODRICH-GULF CHEMICALS, INC.
Cow Bayou
State Hwy
BRIDGE CITY
FIRESTONE PETROCHEMICAL CENTER
SPENCER CHEMICAL CO.
ENTRANCE LAKE CHARLES SHIP CANAL 41.4 MI.
Black Bayou
E. I. DuPONT DE NEMOURS & CO., INC.
TEXAS GAS CORPORATION
ALLIED CHEMICAL & DYE CORP. NITROGEN DIV
PORT ARTHUR-ORANGE BRIDGE
ENTRANCE SABINE RIVER 34.5 MI.
ENTRANCE NECHES RIVER 30.4 MI.
BURTON CONSTRUCTION & SHIPBUILDING CO.
SABINE LAKE
LAKEVIEW
PLEASURE PIER BRIDGE 22.2 MI
THE TEXAS COMPANY
KOPPERS COMPANY, INC.
GULF OIL CORPORATION & DOCKS
JONES & LAUGHLIN STEEL CORP & DOCKS
GREAT LAKES CARBON CORP & DOCKS
U.S. STEEL CORP PRODUCTS DIV.
GULFPORT SHIPBUILDING CORP.
K C S RWY CO GRAIN ELEVATOR
THE TEXAS CO TERMINAL & DOCKS
ENTRANCE SABINE-NECHES CANAL 18.7 MI
Johnsons Bayou
LOUISIANA CAUSEWAY (under const.)
①
②
③
④
⑤
⑥

This map, prepared by Gulf Oil Corporation and used with their permission, does not represent an endorsement of any product or service whatsoever.

- 1 Dallas-Fort Worth
- 2 Houston
- 3 San Antonio
- 4 BEAUMONT-PORT ARTHUR-ORANGE
- 5 El Paso
- 6 Corpus Christi

FOR HOT SPOT

CBS
ABC

KFDM-TV

Beaumont-Port Arthur-Orange

C. B. Locke, Executive Vice President
& General Manager

Mott Johnson, Sales & Operations Manager

Peters-Griffin-Woodward, Inc.

ZIV's NEW
IMPACT SERIES!

Stories that
UNMASK THE MEN
who run
ORGANIZED CRIME!

"THIS MAN

SELLING FAST COAST TO COAST!

BOUGHT BY:

- **AMERICAN TOBACCO** IN BUFFALO, BEAUMONT, ST. LOUIS, PEORIA AND SEVEN OTHER MARKETS
- **HOOD DAIRY PRODUCTS** EXCLUSIVELY THROUGHOUT CONNECTICUT, MASSACHUSETTS, NEW HAMPSHIRE, VERMONT, RHODE ISLAND AND MAINE
- **WIEDEMANN BREWING CO.** IN CINCINNATI, DAYTON, COLUMBUS, OHIO AND INDIANAPOLIS
- **DOW BREWING** IN WATERTOWN AND BUFFALO
- **ANHEUSER-BUSCH** IN ST. LOUIS

- **WSM-TV** — NASHVILLE
- **WSJV-TV** — SOUTH BEND-ELKHART
- **KFYR-TV** — BISMARK
- **WDSU-TV** — NEW ORLEANS
- **KGNC-TV** — WICHITA FALLS
- **WTVP-TV** — DECATUR, ILL

AND OTHERS

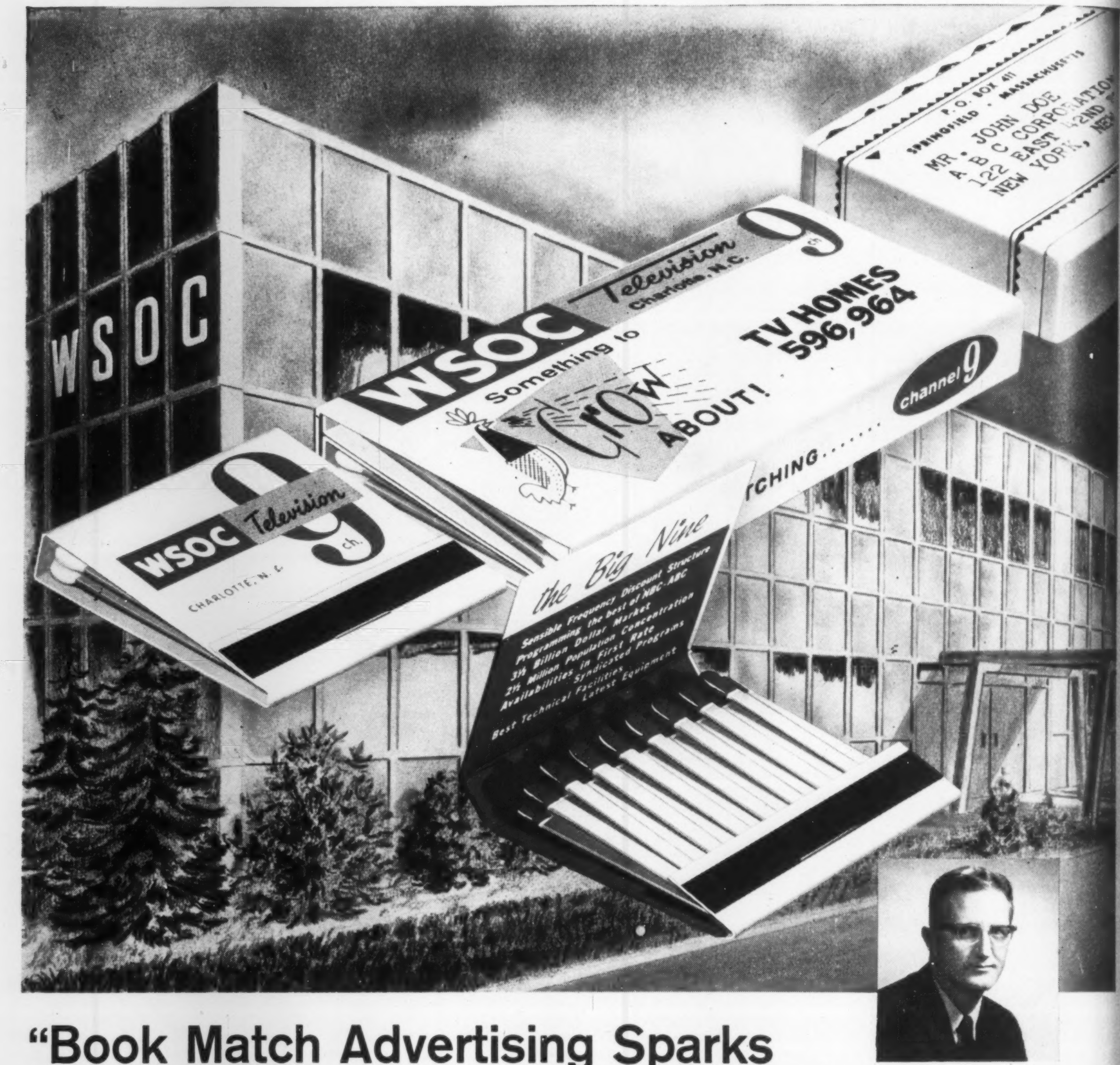
DAWSON"

starring

KEITH ANDES

AS COL. FRANK DAWSON,
Chief of Law Enforcement

ZIV
Television


WSOC
P.O. BOX 411
SPRINGFIELD · MASSACHUSETTS
MR. JOHN DOE
A B C CORPORATION
122 EAST 42ND
NEW YORK, NEW
WSOC Television Charlotte, N.C. 9 ch.
Something to Crow ABOUT!
TV HOMES 596,964
channel 9
TCHING.......
WSOC Television 9 ch.
CHARLOTTE, N.C.
the Big Nine
Sensible Frequency Discount Structure
Programming the best of NBC-ABC
3½ Billion Dollar Market
2½ Million Population Concentration
Availabilities in First Rate
Syndicated Programs
Latest Equipment
Best Technical Facilities

"Book Match Advertising Sparks WSOC-TV SALES 3 DIFFERENT WAYS"

writes C. George Henderson, executive vice president and general sales manager, WSOC Broadcasting Co., Charlotte, N. C.

"We're sold on book match advertising as an excellent medium for building our 'corporate image' as well as for specific jobs on special promotions. We use 'Diamensionized' book match advertising three ways: (1) as direct mail to time buyers and agencies, (2) as reminder advertising left on all local sales calls, (3) as institutional advertising placed in our lobby, at the press club and at civic luncheons.

"Our most recent order was prompted by the completion of our sparkling new million dollar home with the most modern telecasting facilities available anywhere. When we want *everyone* to know, we use book match advertising."

A recent survey audited by a C.P.A. firm, Scovell, Wellington & Company, proved that prospects not only read but welcomed WSOC-TV's book match advertising. *85% of the respondents receiving the direct mail book matches requested to continue receiving the mailings!*

"Diamensionized" book match advertising gives your sales message new 3-dimensional power, new magnitude and new penetration. It delivers your advertising message at *low cost-per-reader*. Diamond Counselors are professionally trained to design book match programs tailored to your needs.

diamond

For a folder describing modern "Diamensionized"
book match advertising, write on your business letterhead to

Book Match Advertising Dept.
DIAMOND MATCH Division of Diamond Gardner Corp.
125-T Paridon St., Springfield, Mass.

DATEBOOK

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

AUGUST

Aug. 3—Comments due on **FCC** proposal to revise television network rules including cutting down on option time, counting straddle programs as option time entirely, etc. Commission requests that comments also refer to same revisions in radio network rules. Docket 12,859. Postponed from June 22.

***Aug. 3-4—ABC-TV** regional promotion meeting with affiliates, Sheraton-Dallas Hotel, Dallas.

***Aug. 3-4—NAB Tv Code Review Board,** Personal Products Subcommittee, 122 E. 42nd St. (Westinghouse Broadcasting-System office), New York.

***Aug. 4—Television Information Committee** and three subcommittees, Waldorf-Astoria Hotel, New York.

Aug. 4—Argument in **Ninth Circuit Court,** San Francisco, on request for temporary injunction against FCC by Montana Microwave (common carrier relay feeding Spokane tv signals to Helena, Mont., community tv system). Litigation is against FCC order staying grant to Montana Microwave pending outcome of protest proceeding filed by KXLJ-TV Helena.

***Aug. 6-7—ABC-TV** regional promotion meeting with affiliates, Ambassador Hotel, Los Angeles.

***Aug. 7—Florida Assn. of Broadcasters,** Tides Hotel, Reddington Beach.

Aug. 16-18—Georgia Assn. of Broadcasters, summer meeting, Jekyll Island.

Aug. 16-18—Georgia AP Broadcasters, Jekyll Island.

***Aug. 18-21—National Assn. of Educational Broadcasters,** seminar for radio station managers, U. of Wisconsin, Madison. Among 11 scheduled sessions: role of educational radio as educational-cultural-public service agency; how NAEB can implement educational radio; future relationships between NAEB and National Education Tv & Radio Center; grant-in-aid programs; future of NAEB radio network service; radio programming in the face of tv; legal problems, legislation and FCC relations; international relations involving NAEB and stations; present and future of fm development; public relations and promotion.

Aug. 18-21—Western Electronic Show & Convention (Wescon), Cow Palace, San Francisco. Dr. Herbert F. York, Defense Dept. director of research and engineering, will speak Aug. 21 at luncheon to be held at Fairmont Hotel. **Corporate meeting** at Fairmont, Aug. 19.

Aug. 20-22—South Carolina Broadcasters Assn., Holiday Lodge, Myrtle Beach.

Aug. 21-23—Arkansas Broadcasters Assn., Arlington Hotel, Hot Springs. Howard H. Bell, NAB, will conduct editorializing clinic.

Aug. 23-24—UPI Broadcasters of Connecticut, Massachusetts, Rhode Island, Maine, Vermont and New Hampshire aboard aircraft carrier **Wasp** at sea; board destroyer at South Boston Naval Annex for transfer to **Wasp** 100 miles out; return to Boston.

***Aug. 24**—Comments due on FCC's proposal to revise **Secs. 1.212-1.218** establishing two classes of rulemaking proceedings, with one involving "special consideration" in which all **ex parte** representations would be barred. Docket No. 12,947.

Aug. 24-28—American Bar Assn., annual meeting, The Americana, Miami Beach, Fla.

Aug. 25-28—Closed-circuit tv seminar, **National Assn. of Educational Broadcasters,** U. of Pennsylvania, University Park, Pa.

***Aug. 25-29**—Ninth annual meeting, **Assn. for Education in Journalism,** U. of Oregon. Speakers include Dr. F. Stanton, CBS president; Allan Nevins, author-historian; James A. Barnett, Purex Corp. vice president; Mitchell V. Charnley, U. of Minnesota.

Aug. 28-30—West Virginia Broadcasters Assn., Greenbrier, White Sulphur Springs. FCC Comr. Frederick W. Ford and Howard H. Bell, NAB assistant to president, will speak.

Aug. 29—Mississippi Broadcasters Assn., sales management conference, Heidelburg Hotel, Jackson.

Aug. 29—Oklahoma Broadcasters Assn. summer meeting, Lake Murray Lodge, Ardmore. Judge John Brett, presiding judge of Oklahoma Criminal Court of Appeals whose court rendered decision in favor of court broadcasting, will address luncheon. Ben Sanders, KICD Spencer, Iowa, will conduct sales clinic.

SEPTEMBER

Sept. 3—North Carolina AP Broadcasters annual meeting, Charlotte.

Sept. 4-5—Texas AP Broadcasters, 1959 convention, Rice Hotel, Houston.

Sept. 10—Advertising Research Foundation seminar in operations research, on 13 consecutive Thursdays starting this date. Further information from ARF.

Sept. 11-12—Country Music Assn. Board of Directors, Springfield, Mo.

Sept. 11-13—Southwest stereo/hi-fi show, Shamrock-Hilton Hotel, Houston, Tex.

Sept. 12—AP Broadcasters of Ohio, Columbus.

Sept. 16-18—Michigan Assn. of Broadcasters, fall convention, Hidden Valley, Gaylord.

Sept. 17—Assn. of National Advertisers sales promotion workshop at Hotel Sheraton-East, New York. Program on "incentive selling methods" to include panel discussions, case histories and presentations by recognized authorities. Horace Barry, merchandising manager, The Nestle Co., is program committee chairman.

Sept. 17-19—Mutual Adv. Agency Network, second in series of three-day workshop-business sessions under new format calling for three (instead of four) annual meetings, Bismarck Hotel, Chicago.

***Sept. 18-19—National Assn. of Fm Broadcasters** (formerly Fm Development Assn.) convention, Palmer House, Chicago.

Sept. 18-20—Southwest stereo/hi-fi show, Hotel Adolphus, Dallas, Tex.

Sept. 18-20—United Press International Broadcasters Assn. of Minnesota, Sawbill Lodge, Tofte.

Sept. 21-22—Louisiana Assn. of Broadcasters, Francis Hotel, Monroe. Speakers include Ed Fitzgerald, J. Walter Thompson Co., Chicago, and Charles H. Tower, NAB personnel-economics manager, who will speak on "Labor Problems and Solutions in Broadcasting."

Sept. 22-24—Electronic Industries Assn. fall conference, Hotel Traymore, Atlantic City, N.J.

Sept. 21-23—Westinghouse Broadcasting Co. Third Industrywide Public Service Programming Conference, Stanford U., Palo Alto, Calif.

Sept. 23-24—CBS Radio Affiliates Convention, Waldorf-Astoria, New York.

Sept. 24-26—AFA 10th District convention, Hotel Texas, Fort Worth.

Sept. 25—Advertising Research Foundation, fifth annual conference, Waldorf-Astoria, New York.

Sept. 25-26—Ninth annual **Broadcast Symposium, Institute of Radio Engineers** and **American Institute of Electrical Engineering,** Willard Hotel, Washington.

Sept. 26-27—American Women in Radio & Television, southwestern conference, Shamrock Hotel, Houston.

Sept. 27-29—Assn. of Independent Metropolitan Stations, Hotel Roosevelt, New York.

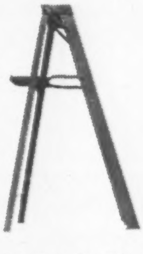
Sept. 29-Oct. 3—Affiliated Advertising Agencies Network international convention, Somerset Hotel, Boston.

OCTOBER

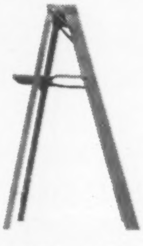
Oct. 4-6—AFA 7th District convention, Roosevelt Hotel, New Orleans, La.

Oct. 5-9—Society of Motion Picture & Television

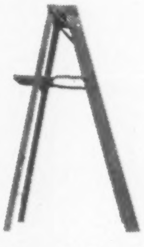
KJEO-TV FRESNO TOP OF THE LADDER station for more spot and program best buys via quarter hour leadership noon to sign-off over both of the other Fresno stations.



KJEO-TV top of the ladder way to reach Central California's cities from Metropolitan Fresno, alone with 352,000 population and a net annual income of $597,000,000.



KJEO-TV top of the ladder way to reach a super rich sales market (69th in population, but 62nd in retail sales!)

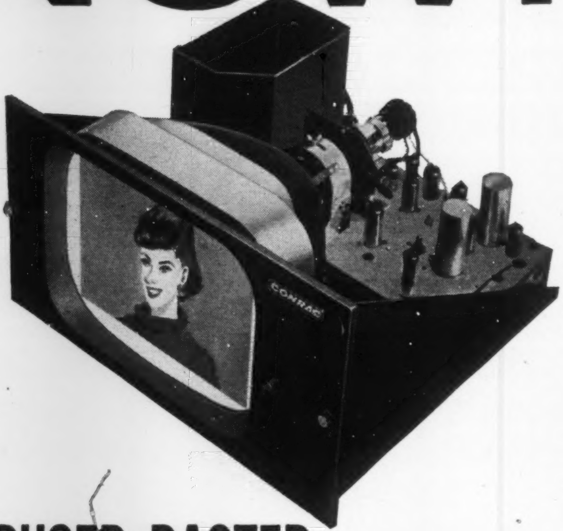


For the ABC network in Fresno, KJEO-TV, the aggressive station in the west's aggressive market

KJEO channel 47

J. E. O'Neill — President
Joe Drilling — Vice President and General Manager
W.O. Edholm— Commercial Manager
See your H-R representative H-R

NOW!

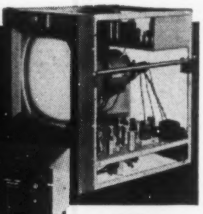


REDUCED RASTER FEATURE on CONRAC UTILITY MONITORS!

Improved versions of the Conrac "CF", "CK" and "CL" series utility monitors now being delivered include an important improvement—raster size reduction. This feature, previously available only on the most expensive monitors, permits operation at reduced picture size—showing all four corners—by simply changing two connections.

Of particular interest to present users of Conrac Monitors is the fact that this new feature can be easily incorporated in any 70° Conrac Monitor manufactured since 1951. This includes all CB, CF, CK and CL models. Modification kit with complete instructions is available at nominal cost. Write for complete information.

Conrac manufactures a complete line of monochrome monitors from 8 to 27 inches, the CH21B Color Monitor and an Audio-Video Receiver.



CONRAC, INC.
Makers of Fine Fleetwood Home Television Systems

Dept. K
Glendora,
California

Telephone: Covina, California, EDgewood 5-0541

Engineers, 86th semi-annual convention, Statler-Hilton Hotel, New York.

Oct. 5-9—11th annual convention and professional equipment exhibit, **Audio Engineering Society**, Hotel New Yorker, New York. Technical papers from many nations have been submitted for presentation, covering newest theories, developments and achievements in the audio field, including stereo.

Oct. 6-7—Electronic Industries Assn., value engineering symposium, U. of Pennsylvania. Virgil M. Graham, associate director; R. S. Mandelkorn, Lansdale Tube Co., general chairman.

Oct. 6-8—Conference on Radio Interference Reduction, auspices **IRE, Signal Corps** and **Armour Research Foundation**, Museum of Science & Industry, Chicago.

Oct. 7-9—Canadian Section, Institute of **Radio Engineers**, annual convention, Automotive Bldg., Canadian National Exhibition, Toronto, Ont.

*__Oct. 8__—International Workshop, **Assn. of National Advertisers**, Savoy-Hilton Hotel, New York.

Oct. 9-10—Indiana Broadcasters Assn., French Lick, Ind.

Oct. 12-15—National Electronics Conference, 15th annual meeting and exhibit at Hotel Sherman, Chicago, with expectancy of 10,000 attendance and some 266 display booths. Sessions will be held on antennas and propagation, audio, circuit theory, communications systems, computers, microwaves, space electronics, television, transistors, and communication and navigation, among other topics.

Oct. 14-17—Radio-Television News Directors Assn., 14th international convention, St. Charles Hotel, New Orleans. Among speakers will be FCC Chairman John C. Doerfer and Rep. John E. Moss (D-Calif.), who will discuss broadcast news and freedom of information, respectively.

*__Oct. 14-17—Radio-Television News Directors Assn.__'s annual awards at international convention (see above). Entries in the contest must be postmarked before midnight, Sept. 1.

Oct. 15—Beginning of the eight annual **NAB Fall Conferences.** For full list of dates and places, see special listing on page 18.

Oct. 15-16—Central Region annual meeting, **American Assn. of Advertising Agencies**, Drake Hotel, Chicago.

Oct. 18-21—Western Regional Convention, **American Assn. of Advertising Agencies**, Biltmore and Miramar Hotels, Santa Barbara, Calif. Agenda includes day of closed sessions for member agency management delegates and day-and-a-half of open sessions.

Oct. 22-23—Audit Bureau of Circulations, annual meeting, Drake Hotel, Chicago.

Oct. 22-23—Kentucky Broadcasters Assn., fall meeting, Phoenix Hotel, Lexington.

Oct. 23-25—Midwest conference, **Women's Adv. Clubs**, Milwaukee.

Oct. 26-30—National Assn. of Educational Broadcasters convention at Sheraton-Cadillac Hotel, Detroit.

Oct. 29-30—Electronic devices meetings sponsored by **Professional Group on Electronic Devices, Institute of Radio Engineers**, Shoreham Hotel, Washington.

NAB FALL CONFERENCES

Oct. 15-16—Mayflower Hotel, Washington.
Oct. 19-20—Sheraton Hotel, Chicago.
Oct. 22-23—Somerset Hotel, Boston.
Oct. 29-30—Dinkler-Plaza Hotel, Atlanta.
Nov. 10-11—Texas Hotel, Fort Worth.
Nov. 12-13—Brown Palace Hotel, Denver.
Nov. 16-17—Ambassador Hotel, Los Angeles.
Nov. 19-20—Olympic Hotel, Seattle.

RADIO ADVERTISING BUREAU REGIONAL MANAGEMENT CONFERENCES

Sept. 2-3—Princeton Inn, Princeton, N.J.
Sept. 10-11—The Greenbrier, White Sulphur Springs, W. Va.
Sept. 14-15—Ponte Vedra Inn, Ponte Vedra Beach, Fla.
Sept. 17-18—Arlington Hotel, Hot Springs, Ark.
Sept. 21-22—Mark Thomas Inn, Monterey, Calif.
Sept. 24-25—Harvest House of Boulder, Colo.
Sept. 28-29—The Villa Moderne, Deerfield, Ill.
Oct. 5-6—St. Clair, Inn and Country Club, St. Clair, Mich.

THREE FOR ALL

your program needs– sports, children's, religious—with this sponsor-right combination* of SESAC's *Special Series Programs.*

TOUCHDOWN

Perfect for pre-game warm-ups, half-time, scoreboard shows and post game highlights. 13-quarter-hour shows packed with all the drama of the gridiron. Over 100 band selections included in this exciting program package . . . music you can use over and over in your daily programming. $49.50

SANDY BEAR

26 quarter-hour script shows that will take your younger listeners on a musical tour of mythical Melody Land. Informative, educational and entertaining. Over 150 selections of popular classical favorites comprise this series. Dealer aids available on request. $49.50

RISE UP, OH MEN OF GOD

52 five minute religious sermonettes suitable for scheduling throughout the year. Ideal for sign-on, sign-off or noonday offering. You'll receive almost 100, three or four minute non-denominational selections that are integrated with a short interfaith devotional—perfect religious programming. $29.50

Plus . . .

By buying the "Three For All" combination package, you'll receive SESAC's all-new **Jingles and Station Promotions disc** as a special bonus . . . all modern "big band" arrangements including themes, station promotionals, time and weather jingles and commercial intros . . . ranging from ten seconds to one minute.

***Entire package including bonus Jingles and Promotions disc—$125.00—Sold on an outright basis**

Series may be purchased separately

USE THIS HANDY COUPON—NOW

SESAC INC.

SESAC INC.
10 Columbus Circle
New York 19, N. Y.

Please rush the following:

☐ "Three For All" package including "Touchdown," "Sandy Bear" and "Rise Up, Oh Men of God" and Jingles disc. My check for **$125.00** will follow within 15 days.

☐ "Touchdown" package. My check for **$49.50** will follow within 15 days.

☐ "Sandy Bear" package. My check for **$49.50** to follow within 15 days.

☐ "Rise Up, Oh Men of God." My check for **$29.50** will follow within 15 days.

Please send audition material on:

☐ "Touchdown" ☐ "Sandy Bear" ☐ "Rise Up, Oh Men of God"

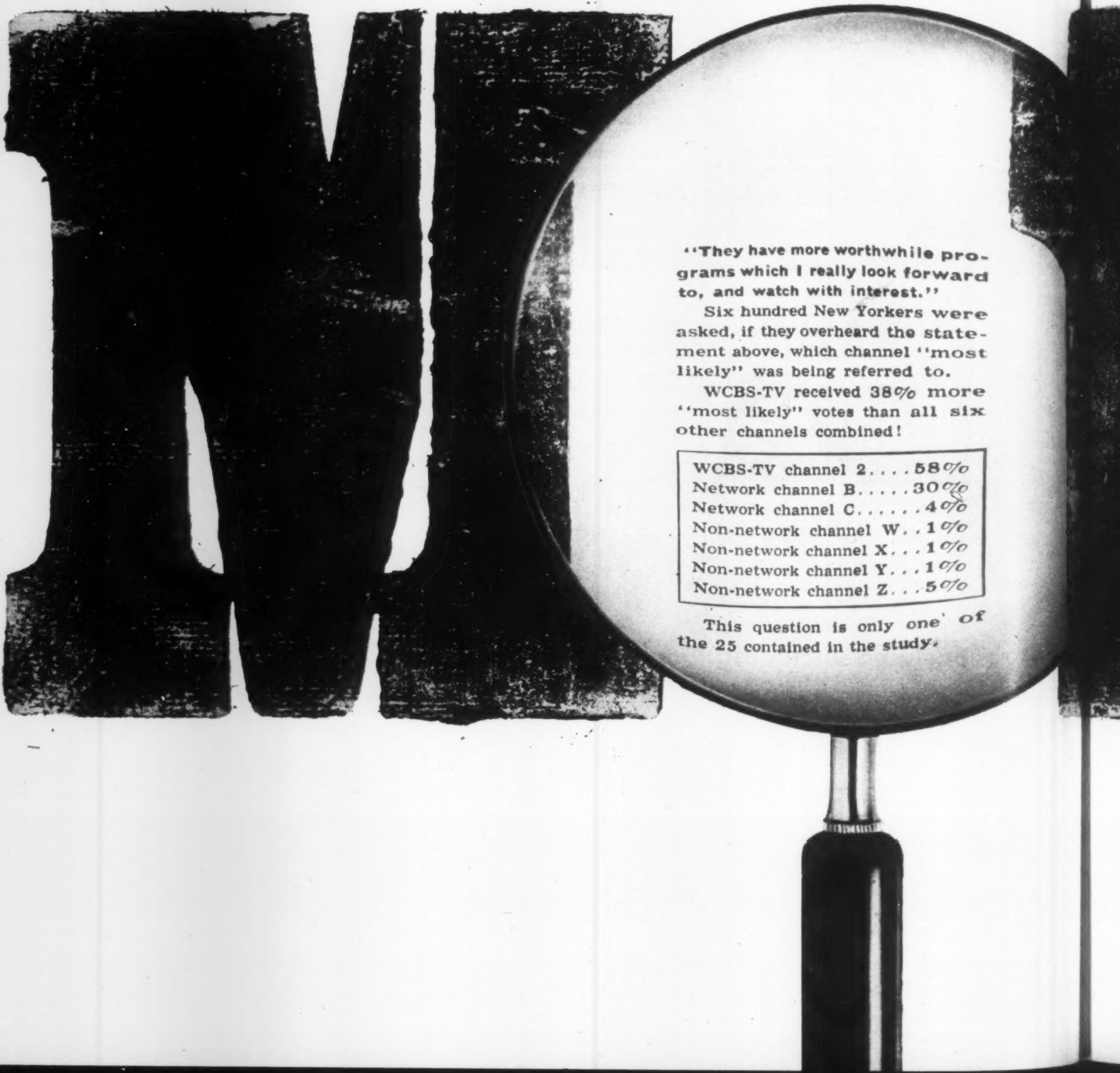
Name ______________________ **Title** ______________________

Station ____________ **Address** ______________________

City ______________________ **Zone** ________ **State** ____________

MORE THAN MEETS THE EYE! A new depth study of major proportions* has put New York viewing audiences under the microscope . . . to determine how they "feel" about the television stations they watch, and whether these feelings influence their attitude and response to advertisers' commercials.

You've always known channel 2 has New York's biggest audiences. Now, the study reveals its audiences are also the most responsive. Six hundred New Yorkers were asked 25 searching questions in a series of projective tests. In sum, the answers show that



"They have more worthwhile programs which I really look forward to, and watch with interest."

Six hundred New Yorkers were asked, if they overheard the statement above, which channel "most likely" was being referred to.

WCBS-TV received 38% more "most likely" votes than all six other channels combined!

WCBS-TV channel 2	58%
Network channel B	30%
Network channel C	4%
Non-network channel W	1%
Non-network channel X	1%
Non-network channel Y	1%
Non-network channel Z	5%

This question is only one of the 25 contained in the study.

ns*
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at

New Yorkers have far more trust and confidence in channel 2—and in the products advertised on channel 2! The study notes that viewers look to WCBS-TV in "expectation of more respected and more reliable brands and product information."

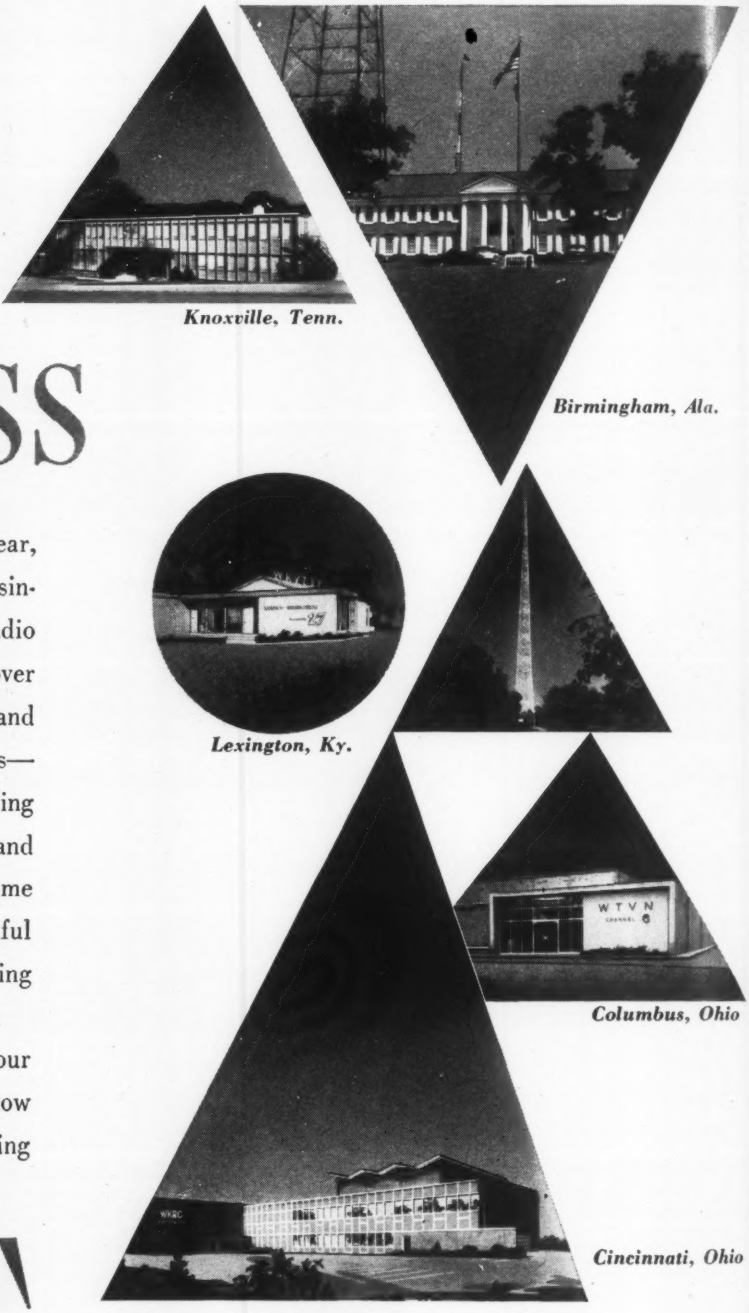
Obviously, there's more to 2 than meets the eye. If you're marketing a product or service in the nation's number one market, get yourself a copy of the findings of this eye-opening new depth study, by writing or calling New York's number one television station: CBS Owned channel 2, represented by CBS Television Spot Sales **WCBS-TV**

RE!

*Conducted by the Institute for Motivational Research, Inc., in association with Market Planning Corporation, an affiliate of McCann-Erickson, Inc.

this is

progress



Knoxville, Tenn.

Birmingham, Ala.

Lexington, Ky.

Columbus, Ohio

Cincinnati, Ohio

THE TAFT STATIONS . . . yesteryear, one radio station broadcasting in a single market; today nine influential radio and television stations reaching over 8,000,000 people in key Mid-West and Southern markets. This is progress—progress in building and expanding modern new broadcasting stations and facilities; progress in a growing volume of business; and progress in gainful results achieved for an ever increasing number of advertisers.

If you are interested in having your advertising dollars earn more . . . now is the time to invest them in growing Taft Stations.

the TAFT radio and television stations

WKRC-TV *Cincinnati, O.*

WKRC RADIO and FM

WTVN-TV *Columbus, O.*

WTVN RADIO and FM

WBIR-TV *Knoxville, Tenn.*

WBIR RADIO and FM

WBRC-TV *Birmingham, Ala.*

WBRC RADIO and FM

WKYT-TV* *Lexington, Ky.*

Sales Representatives: The Katz Agency, Inc., *The Young Television Corp. Sales Office: Radio Cincinnati

MONDAY MEMO

from **JACK W. RUNYON,** *president, Jack W. Runyon & Co., San Francisco*

The small account gives more than profit

Challenges, whether large or small, are what keep us interested in our job. Very recently I had occasion to face one of these challenges.

Most of my life, during my association with national agencies, the account had sizable appropriations. This particular challenge, a small wine account, had anything but that. No fault of anyone's, but like so many accounts continually popping up day in and day out, this one seemed to have the potential backed by solid management and a sales force that enjoyed getting behind a product with the enthusiasm so necessary in the field.

Every business has to start, so the smaller babies need special care in infancy just as the larger ones originally had.

The Profit Theory • I've been in agencies, where in one fell swoop, they resigned as many as six small accounts at one time. "Not profitable—can't pay their way." Granted, the one who gave this command was extremely successful in the advertising business and possibly he was right at the time in what he was doing. But strangely enough, after his death, the new owners today would love to have about four of those rejected accounts from a billing standpoint.

Actually they are just as important, or should be, as any of the larger accounts. After all, every business had to start and somebody had to raise the baby and do all the dirty work.

For this they receive the satisfaction of growing up with their account—knowing its problems thoroughly and sharing in the pleasure of good sales achievements.

This latter experience happened to the Runyon Agency and it was most pleasant. We started with, first, the principle that the product must be right before any advertising. Then sufficient and correct distribution, good-marketing-merchandising and the right kind of advertising to fit the total picture. Our clients, Dino and Pete Barengo, who jointly produce and sell Barengo Wines (California wines), saw one of their new red table wines (Vino Mio) gradually being accepted in several cities in the state of Nevada. This was true in spite of very strong competition from several well-known national wines in the same price structure.

Necessary Groundwork • After several agency-client sessions, and a consumer test of Vino Mio by the agency in the San Francisco area (a rough wine market), we were convinced of consumer acceptance of the product, but we had several other problems to overcome before breaking with any sort of a campaign. These were, namely, standardization problems in the packaging, need of point-of-sale material and the need of additional distribution of Vino Mio to warrant the type of campaign we really thought would fit the pattern.

Labels lacked color effectiveness we hoped for, but since there was more than a sufficient supply already in stock, it was necessary and only practical to live with what we had on hand. However, we brightened the scene with client approval by redesigning and brightening our very effective new point-of-sale pieces, being careful to conform and not hurt our over-all standardization effect. The new look also went up on Scotch-Lite highway painted bulletins throughout Nevada.

Radio spots, the backbone of our contemplated campaign, had to be good—not just average. We, the agency, knew the feeling we wanted but we were limited cost-wise. We had experimented with a singing jingle we liked very much. It told the entire story pleasantly and was one which upon testing we found would be retentive after proper usage. In almost any area there is competition with national jingles produced by top artists and talent—therefore if we were to spend our dollars in radio time competing with same, why waste good time and money with an amateurish jingle?

Decision for Quality • We didn't, thanks to the client for seeing it our way, even though at the time it seemed way out of line in comparison to a small budget. In order to have an expensive but correct jingle much juggling had to be done in the planned saturation spot radio campaign. This hurt for the moment, but we had to start within the budget.

Unfinished distribution of the product soon filled out with the attractive new point-of-sale pieces aiding the client's sales force. The product was right. Spot purchases in Nevada cities were carefully planned for one-minute and 30-second spots, approximately 296 per week with Reno stations carrying the load. Adjacencies were carefully watched throughout the spot buying.

With our house in order and living up to our pattern, our one-month campaign on Vino Mio started. On June 30 our campaign finished. Results? Sales increased 500% in one month over total sales for the entire sales period last year, with sales still showing up even in excess of this figure since the close of the campaign.

Advertising-wise the account may not be the most profitable to the agency, but we have shown our client results, and this will ultimately result in more new business for the agency. Already there are indications of just this.

Jack W. Runyon was formerly with Lord & Thomas, Buchanan Co., Ted Bates, Biow, Beirn Toigo as manager for 10½ years in Los Angeles and for the last three years vice president in charge of the Los Angeles region of Kenyon & Eckhardt, before finally fulfilling a lifetime urge to own his own shop in San Francisco, his birthplace. In his 30 years in the agency business, Mr. Runyon has spent considerable time in radio and television as writer and producer and supervisor of many top national shows. At about the half way mark in his career, Mr. Runyon changed over to the more general phases of advertising and in recent years, in addition to other duties, supervised all Pepsi-Cola advertising in the western part of the U.S. The Pepsi-Cola Bottling Co. of San Francisco followed Runyon's move to his own agency as did Belfast Beverages and several other accounts. The Runyons, including their four children, live in Hillsborough, Calif.

CHANNEL 10 Rochester, N.Y.

1st in REAL* coverage

According to the latest Nielsen Station Index for the Rochester Area, March 15-April 11, 1959, CHANNEL 10 consistently delivers a larger total number of TV Homes WHEREVER both stations can be viewed!

Of quarter-hours delivering more than 80,000 hours

CHANNEL 10 has 30

CHANNEL "B" has 17

Of shows delivering more than 80,000 homes

CHANNEL 10 has 11

CHANNEL "B" has 5

CHANNEL 10 has nine out of the Top Ten favorite shows in Rochester

and in total average Share of audience Channel 10 has 52% Channel "B" has 46.9%

* REAL COVERAGE means the total number of homes delivered anywhere within the entire Rochester Marketing Area.

CHANNEL 10
WHEC-TV and WVET-TV
ROCHESTER, NEW YORK
Basic CBS
National Representatives
WVET-TV-BOLLING CO., INC.
WHEC-TV-EVERETT McKINNEY, INC.

PLAYBACK

QUOTES WORTH REPEATING

Stick to the price you're worth

Nothing sticks in a time buyer's craw more than to discover that a competing national account is getting a better break in rates for the same commercial time, Ed Fitzgerald, chief timebuyer of J. Walter Thompson Co., Chicago, told the Iowa Tall Corn Network at its annual meeting. Discussing the Iowa market, he laid it right on the line with these comments:

Are you prepared to be 100% fair to national accounts on rates? The AAAA contract says "The station represents that the time rate named in this contract is the lowest rate made by the station for like broadcasts at the time this contract is entered into." Stations are asked to sign this, and to me, it's more than fine print.

Nothing sticks a buyer more than finding a competitor is buying comparable time cheaper.

Who cares where it was bought—from Clinton (Iowa) or New York. Buying from Clinton can be just an accounting book transfer. The point is, account men don't understand why Chevy could ever out-buy Ford. Their reaction is: "If radio men themselves can't decide what their medium is worth, we'll find a medium that can." And they do. And radio loses another customer.

Solve this one! We cannot knowingly recommend less than the best investment for our clients' dollars.

. . . Who's going to be the first to fully allocate local selling costs?

Doesn't local selling involve entertainment, travel, some production and writing, paperwork, constant servicing, overhead and executive time? Does this come free? Is local selling cheaper than national selling? Please let us know. At least this would be a valid business reason for rate differentials. Also, it's a legal defense in price discrimination cases. In the meantime, don't ask us to shortchange a client. . . .

OPEN MIKE

Tv weather symbols

EDITOR:

. . . we were quite interested in your recent feature on Weatherscript (page 102, July 13). The idea of standardization of weather symbols for television weather presentations is an excellent one and we hope that it will find ready acceptance in the industry.

We thought Norman Hagen [public information coordinator, U.S. Weather

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, 1959

CHANNEL 10 Rochester, N.Y.

1st in REAL* coverage

According to the latest Nielsen Station Index for the Rochester Area, March 15-April 11, 1959, CHANNEL 10 consistently delivers a larger total number of TV Homes WHEREVER both stations can be viewed!

Of quarter-hours delivering more than 80,000 hours
CHANNEL 10 has 30
CHANNEL "B" has 17

Of shows delivering more than 80,000 homes
CHANNEL 10 has 11
CHANNEL "B" has 5

CHANNEL 10 has **nine out of the Top Ten** favorite shows in Rochester

and in total average Share of audience
Channel 10 has 52%
Channel "B" has 46.9%

* REAL COVERAGE means the total number of homes **delivered anywhere** within the entire Rochester Marketing Area.

CHANNEL 10
WHEC-TV and WVET-TV
ROCHESTER, NEW YORK
Basic CBS
National Representatives
WVET-TV-BOLLING CO., INC.
WHEC-TV-EVERETT McKINNEY, INC.

PLAYBACK

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We thought Norman Hagen [public information coordinator, U.S. Weather

ADVENTURE
MYSTERY

SHOTGUN SLADE

STARRING

SCOTT BRADY

Pre-Sold in 28 markets, 17 states, to Ballantine Beer

Set your sights for the *big* audience—with TV's "detective on horseback." SHOTGUN SLADE headlines rugged Scott Brady as a man who tames the West's wildest badmen—and women! Here's your chance to hit the "top 10" with *both* barrels... roaring adventure, thrill-a-minute mystery. This series sells on sight, so shoot us a call today!

39 ALL NEW HALF HOURS ON FILM FOR REGIONAL AND LOCAL SPONSORSHIP

produced by **revue** productions

mca tv

Now...tv's 2 greatest audience appeals combine in 1 great show!

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Bureau] would be interested, too, to learn that for four years our television weatherman, Bruce Caldwell (who is an accredited meteorologist) has been using many of these symbols (high pressure, showers, low pressure, thunderstorms, snow, hurricanes and direction of movement). Bruce tells me that he writes in the words fog or rain as he describes the condition audio-wise; and used lines for fronts, rather than a particular indication of certain kind of front, with audio accompanying this too. . . .

Edna K. Hanna
Sales Promotion Mgr.
KOMO-TV Seattle, Wash.

AFA, NAB and Washington

EDITOR:

In your issue of June 15, you have an editorial entitled "Wise Move." This refers to the Advertising Federation of America's decision to move its headquarters to Washington.

I believe that AFA should have a Washington office but its main office should be elsewhere. . . .

Of course, you think that NAB is right in making its headquarters in Washington but to my way of thinking NAB might be stronger and serve its members better if it had a branch office in Washington, to take care of Washington matters, and its main office in some other city, New York, Chicago, or any other place. Perhaps, then, broadcasters would have fewer problems on the Washington front.

This does not mean I feel Washington is unimportant . . . NAB and AFA should have offices in Washington, but not their main offices.

Edgar Kobak
Business Consultant
New York

Doesn't oppose Sec. 315

EDITOR:

. . . It pleases me to point out that, despite the generalizing your publication does, not all broadcasters hold Sec. 315 of the rules to be objectionable. Let it be understood (simply because I'm belligerently independent) that network officers and the NAB leadership (and they are about interchangeable) do not speak at least for WCSR Hillsdale, the smallest of them all.

As I have indicated to my Senators (Hart and McNamara) this station has no objections at all to balanced, fair newscasting. During a campaign, we'll be happy to cover all political ideas that might help develop our society in freedom.

One notion of Jefferson's still seems to me a good one: give the public all the ideas and they are likely to choose a good one to live by. For me, there is

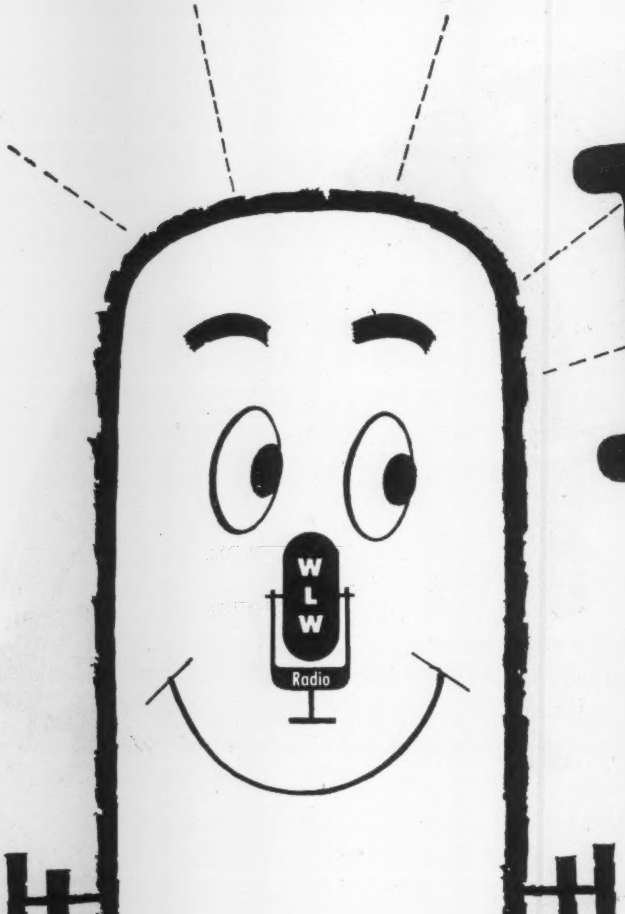
Another thriller-diller from WJRT—

"All fours, Ponsonby?"
"Stop hounding me, Chief. I'm making like WJRT—the single-station way to pounce on Flint, Lansing, Saginaw and Bay City."

Time-buyers' best friend: WJRT, the easiest way known to round up Flint, Lansing, Saginaw and Bay City. And the most efficient way, for this single-station buy reaches all four mid-Michigan metropolitan areas with a grade "A" or better signal. No more hit and miss propositions! WJRT puts you on location with penetration from within. If your market includes Flint, Lansing, Saginaw and Bay City, WJRT's single-station approach is your corner. Try it on for size. See how success becomes you in mid-Michigan.

WJRT
CHANNEL 12 FLINT
ABC Primary Affiliate

Represented by HARRINGTON, RIGHTER & PARSONS, INC.
New York • Chicago • Detroit • Boston • San Francisco • Atlanta



FL

Nielsen Reports:

WLW RADIO AUDIENCE UP-UP-UP !

It's the most spectacular Radio news today—the WLW RADIO AUDIENCE GAIN IN ONE YEAR!

All reports from all sources show that WLW audience is way up! Bigger and better-than-ever!

This sensational audience gain has been the direct result of two important WLW factors:

ASH!

1. NEW WLW PROGRAMMING — including:

GREAT MUSIC —

Programs of the finest music of all ages, broadcast day and night.

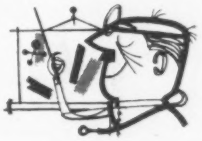
EXTENSIVE NEWS COVERAGE — from the WLW COMEX (Communications Exchange), broadcasting's most comprehensive news facilities.

RADAR WEATHER REPORTS — WLW was the first Station to install Radar Weather Reporting System.

HELICOPTER TRAFFIC REPORTS —

Broadcast direct to motorists from a helicopter during rush hours, giving complete traffic and road conditions.

PUBLIC SERVICE — a vast variety of public service programs and activities on the local, state, and national levels.



2. NEW WLW HIGHEST FIDELITY TRANSMISSION

An exclusive new AM transmission system, developed by Crosley Broadcasting engineers, has made WLW unquestionably the "World's Highest Fidelity Radio Station"— the result of 3 years work and ¼ of a million dollars.

So this great new programming and amazing new Highest Fidelity transmission has greatly increased the WLW audience . . . and, thereby, greatly increased advertisers' returns.

So call your WLW Representative; you'll be glad you did!

WLW

World's HIGHEST FIDELITY Radio Station

. . . with audience among top 10 in America

One of the 6 dynamic WLW stations

Crosley Broadcasting Corporation, a division of **_Avco_**

an eye opener..

:PDP*

WIS-TV, THE KEY BUY IN SOUTH CAROLINA NOW OFFERS YOU THE *PEE DEE... A PLUS!

THE PEE DEE, A RICH NINE COUNTY AREA CENTERED BY FLORENCE, S. C., IS NOW SERVED AND SOLD FROM WIS-TV's NEW

1526' TALL TOWER

THE

Major Selling Force

IN SOUTH CAROLINA

channel 10

WIS-TV

COLUMBIA, S. C.

Represented nationally by PETERS, GRIFFIN, WOODWARD, INC.

no necessity for the powerful of the broadcast industry to choose one idea as theirs and allow one as a somewhat respectable opposition, then say that's all we Americans shall have. . . .

This little peanut-whistle, with more local interpretative-background-editorial news than any other station probably in the U.S., will at all times behave as if Sec. 315 were in force. We'll constantly feel the urgency to keep balance in a free society. . . .

Russell W. Holcomb
Managing Editor
WBSE Hillsdale, Mich.

Lloyd Griffin's 'saga'

EDITOR:

This is to acknowledge your skill in the editorial treatment of the "Griffin Saga"! (OUR RESPECTS TO, July 20).

My friends in the Middle West think that you have achieved the proverbial success in making a "silk purse out of a sow's ear."

Lloyd Griffin
Vice President
Peters, Griffin, Woodward
New York

Station expenses, profits

EDITOR:

Referring to James E. Hankins' letter, page 28, July 20, I enclose 25¢ . . . for five copies of your reprint of the article "Madison Ave. to Main St." which appeared in BROADCASTING, May 14, 1956.

George C. Biggar
WLBK DeKalb, Ill.

EDITOR:

. . . please forward . . . one copy . . .

Frederick K. McClafferty
N. W. Ayer & Son
New York

EDITOR:

. . . send me a reprint . . .

Charles M. Ferguson
KPLI (FM) Riverside, Calif.

[EDITOR'S NOTE: Article describes experiences of a former Madison Ave. executive who acquired his own local radio stations and includes income and expense breakdowns. Reprints still available, 5¢ each.]

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

WDBJ-
For 35 Years
No. 1 in the Roanoke Market!

WDBJ has been on the air in Roanoke, Virginia continuously since 1924. In every audience survey ever made in those 35 years, WDBJ has always proved to be first in coverage and audience.

We look forward to serving even better in the future our long list of loyal national advertisers who demand the best in radio promotion.

Ray P. Jordan

V. P. Broadcasting
Times-World Corporation

WDBJ CBS RADIO
Roanoke, Virginia
AM • 960 Kc. • 5000 watts
FM • 94.9 Mc. • 14,000 watts
PETERS, GRIFFIN, WOODWARD, INC.
National Representatives

MAD BOMBER!

An open letter leads to the discovery and capture of the "Mad Bomber"!

—The New York Journal American

ONE OF 39 EXCITING EPISODES!

DISTRIBUTED BY
FLAMINGO TELEFILM SALES, Inc.
221 W. 57 ST. • N. Y. 19, N. Y. • JU 6-7040

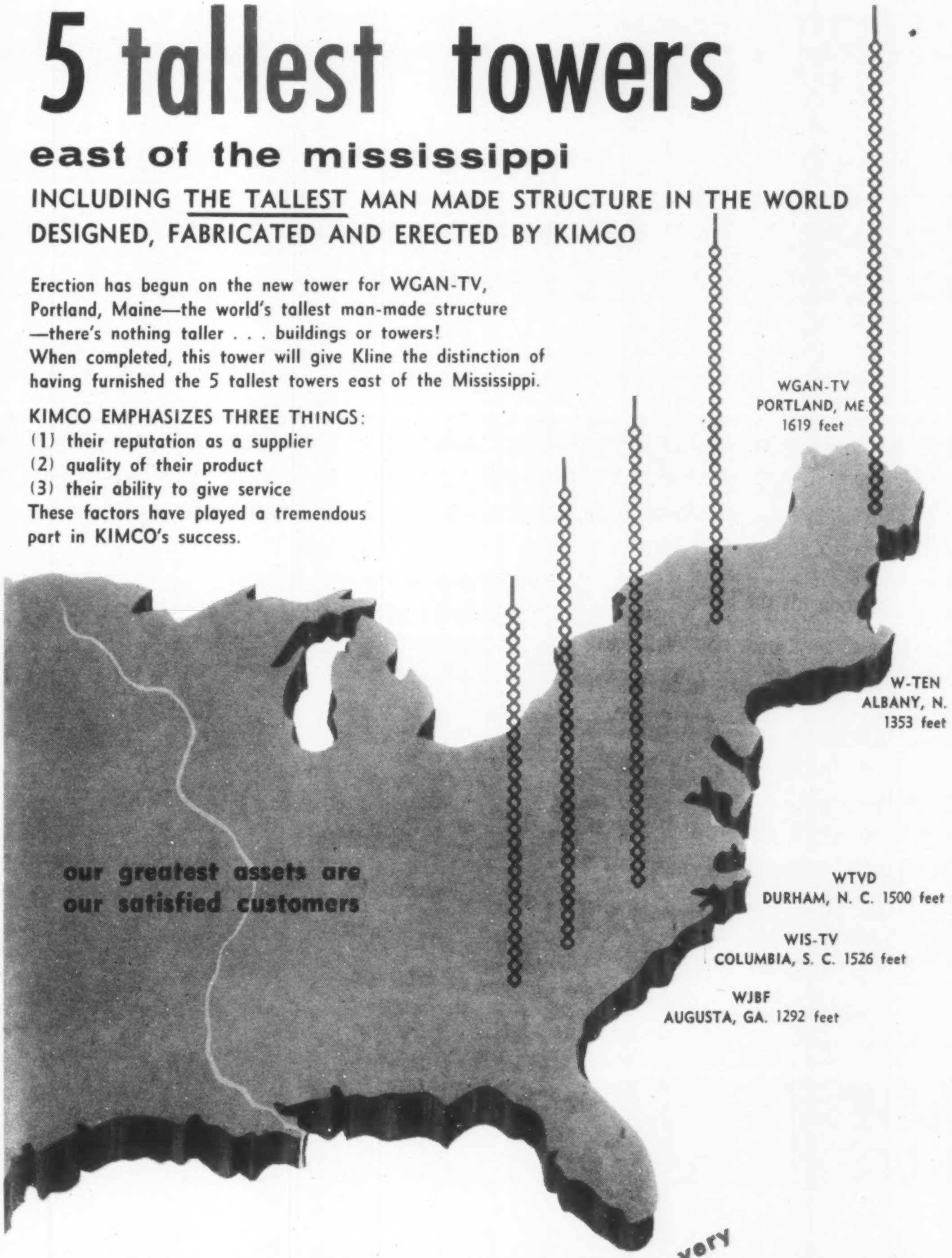
5 tallest towers

east of the mississippi

INCLUDING THE TALLEST MAN MADE STRUCTURE IN THE WORLD
DESIGNED, FABRICATED AND ERECTED BY KIMCO

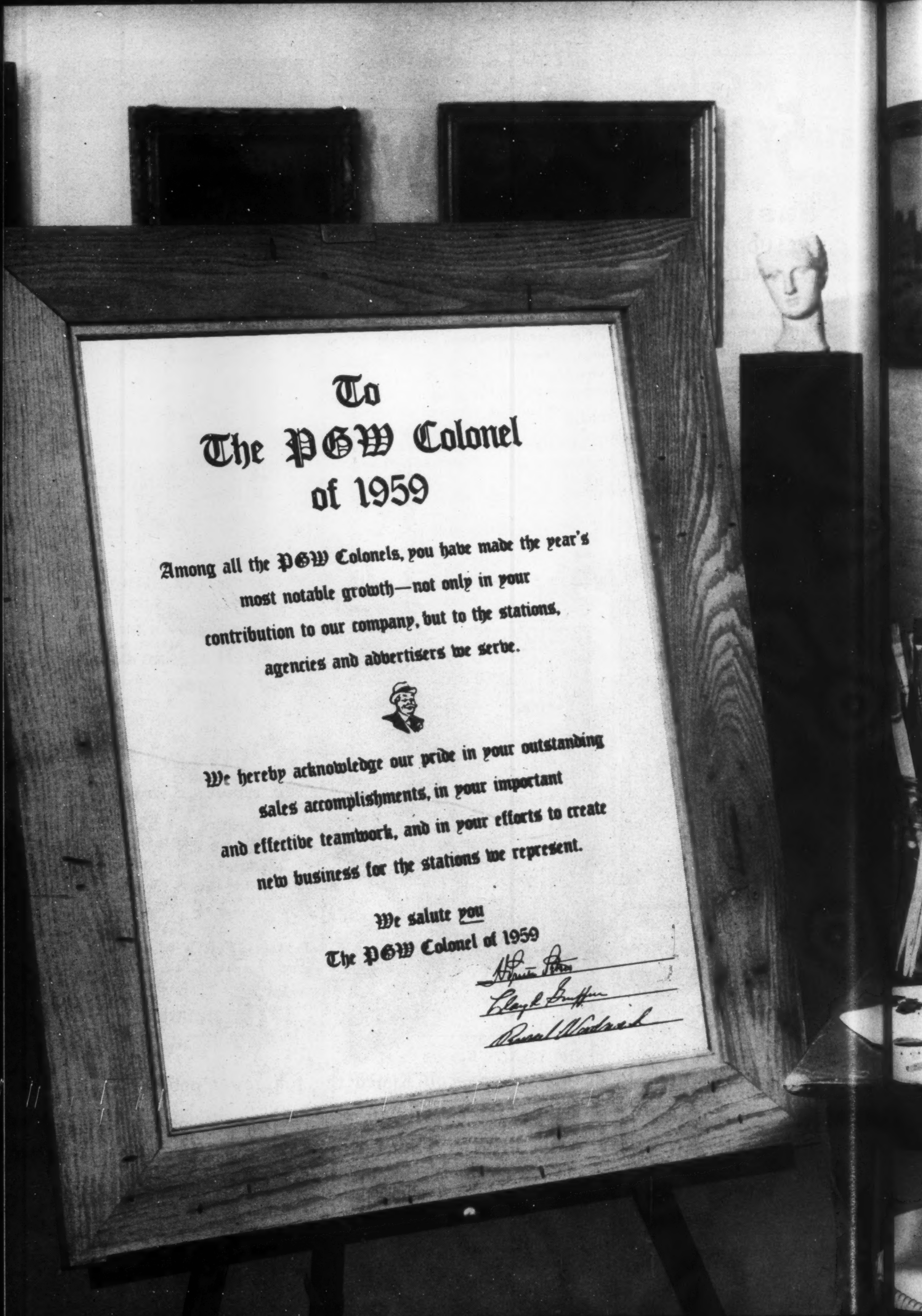
Erection has begun on the new tower for WGAN-TV, Portland, Maine—the world's tallest man-made structure —there's nothing taller . . . buildings or towers! When completed, this tower will give Kline the distinction of having furnished the 5 tallest towers east of the Mississippi.

KIMCO EMPHASIZES THREE THINGS:
(1) their reputation as a supplier
(2) quality of their product
(3) their ability to give service
These factors have played a tremendous part in KIMCO's success.


WGAN-TV
PORTLAND, ME.
1619 feet
W-TEN
ALBANY, N. Y.
1353 feet
WTVD
DURHAM, N. C. 1500 feet
WIS-TV
COLUMBIA, S. C. 1526 feet
WJBF
AUGUSTA, GA. 1292 feet
our greatest assets are
our satisfied customers

If you want to go up, up up—call Kimco the very tall tower people

KLINE IRON & STEEL CO.
KIMCO TOWERS FOR THE BROADCASTING INDUSTRY
Dept. T. P. O. Box 1013, Phone ALpine 4-0301 Columbia, S. C.



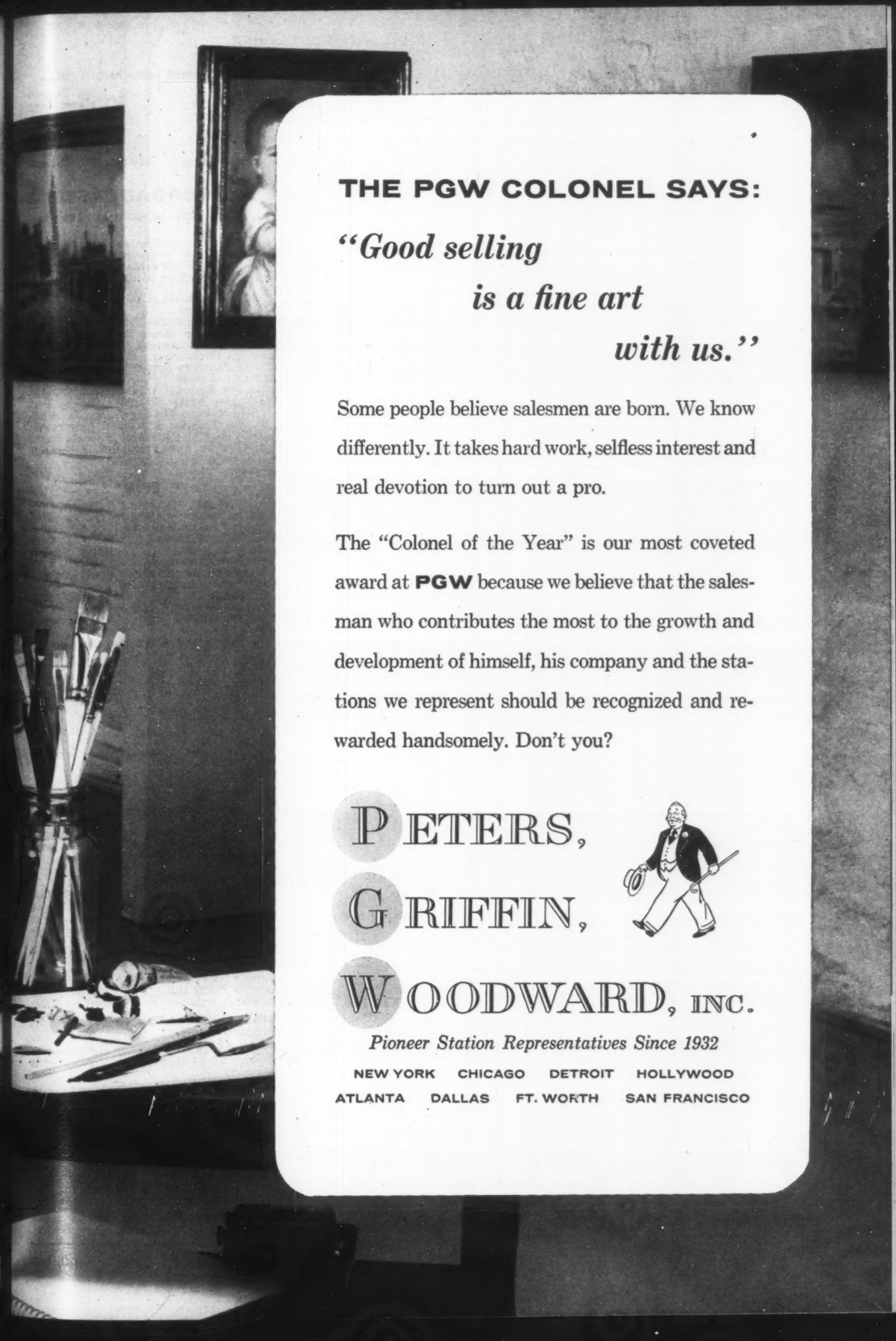
To
The PGW Colonel
of 1959

Among all the PGW Colonels, you have made the year's
most notable growth—not only in your
contribution to our company, but to the stations,
agencies and advertisers we serve.

We hereby acknowledge our pride in your outstanding
sales accomplishments, in your important
and effective teamwork, and in your efforts to create
new business for the stations we represent.

We salute you
The PGW Colonel of 1959

H Preston Peters
Lloyd Griffin
Russel Woodward



THE PGW COLONEL SAYS:

"Good selling
is a fine art
with us."

Some people believe salesmen are born. We know differently. It takes hard work, selfless interest and real devotion to turn out a pro.

The "Colonel of the Year" is our most coveted award at **PGW** because we believe that the salesman who contributes the most to the growth and development of himself, his company and the stations we represent should be recognized and rewarded handsomely. Don't you?

PETERS,
GRIFFIN,
WOODWARD, INC.

Pioneer Station Representatives Since 1932

NEW YORK CHICAGO DETROIT HOLLYWOOD
ATLANTA DALLAS FT. WORTH SAN FRANCISCO

WBT NEWS
Smith
MATCHES

our news is HOTTEST

Hottest news in WBT's area is the success of WBT's news programs.

They outdraw the so-called "music and news" stations' newscasts by 98% more listeners mornings, 91% more afternoons and 137% more at night.*

Seven news gatherers cruising in seven two-way radio equipped cars join with CBS' honored news staff to provide Carolinians with the most complete radio news service in the nation's 24th largest radio market.**

Let us make sales news for your product. Call CBS Radio Spot Sales for a WBT news schedule.

*Pulse 25 county area 1959 (March)
**A. C. Nielsen Co.

WBT CHarLoTTe

REPRESENTED NATIONALLY BY CBS RADIO SPOT SALES
JEFFERSON STANDARD BROADCASTING COMPANY

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BROADCASTING*

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING • TELECASTING Bldg., 1735 DeSales St., N.W., **Washington 6, D.C.** Telephone: Metropolitan 8-1022.

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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

* Reg. U. S. Patent Office

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SILK EVENING DRESS BY ROSALIE MACRINI

Imbued with the spirit of classic simplicity;
exercising consummate artistry in living gracefully; striving for
an exquisite balance of past and present . . . a "metropolitan" personality.

**METROPOLITAN
BROADCASTING
CORPORATION**
205 East 67 Street, New York 21, N. Y.

WNEW TV
WTTG TV
Washington, D.C.
New York City
WNEW AM•FM
WHK AM•FM
Cleveland

EXCUSE US FOR TOOTIN'

...our own horn, that is...but we feel justified! Once again KSLA-TV has captured "top honors" with NINE of the TOP TEN shows... NINETEEN of the TOP TWENTY...TWENTY-EIGHT of the TOP THIRTY with a weekly audience of 58.4% mornings, 71.9% afternoons and 64.9% nighttime.*

KSLA-TV has always kept pace with audience demands by programming *imaginatively*... creating *fresh, new* local shows and talent... and operating full power with a *clean, clear* picture.

It takes all this and more to capture and hold loyal audiences day after day...week after week ...and in our case *year after year!*

If you're not already convinced, call in your *Harrington, Righter* and *Parsons* man for the complete story on what makes KSLA-TV *the* advertising buy in Shreveport!

*ARB– April 17-May 14, '59

KSLA TV

CBS *channel* **12** *shreveport, la.*

Represented nationally by: HARRINGTON, RIGHTER and PARSONS, INC.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

August 3, 1959
Vol. 57 No. 5

CONGRESS QUIZZING ON TV QUIZZES

Both commerce committees initiate steps to get look at sealed minutes of N.Y. grand jury, but may have wait until September. Harris: Was medium used for fraudulent advertising schemes?

The chairmen of the powerful commerce committees of the House and Senate last week acted separately to exhume last fall's television quiz show "scandal" which a New York judge buried following presentment by a grand jury.

Rep. Oren Harris (D-Ark.), chairman of the House Committee on Interstate and Foreign Commerce and of its Legislative Oversight subcommittee, said Thursday that subcommittee counsel was to go before a New York court last Friday (see AT DEADLINE) with a petition and affidavit to seek unlocking of the sealed grand jury minutes. Should this move fail, he indicated, subcommitte has sufficient information to push its probe, although it would be slowed.

SENATOR MAGNUSON
Seeks N. Y. grand jury file

"It is a matter of intense and paramount federal interest that nationwide media of mass communication not be used for perpetrating fraudulent advertising schemes on the public," Rep Harris said.

Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Interstate & Foreign Commerce Committee, which has primary legislative concern over communications matters, wrote New York District Attorney Frank S. Hogan early last week requesting information on the proper steps to be taken to secure access to the grand jury findings "and any other material that has been developed." Later in the week Mr. Hogan's office said it would tell Sen. Magnuson that only the judge who sealed the grand jury presentment could act to disclose that information.

Quick Action, but When? • Neither Rep. Harris nor Sen. Magnuson would confirm how soon witnesses might be called and public hearings commence, if at all—depending on what the grand jury findings might disclose, and other developments. Sen Magnuson's letter to District Attorney Hogan, however, indicated "quick" action would be needed to meet Congress' deadline if remedial legislation were found to be required.

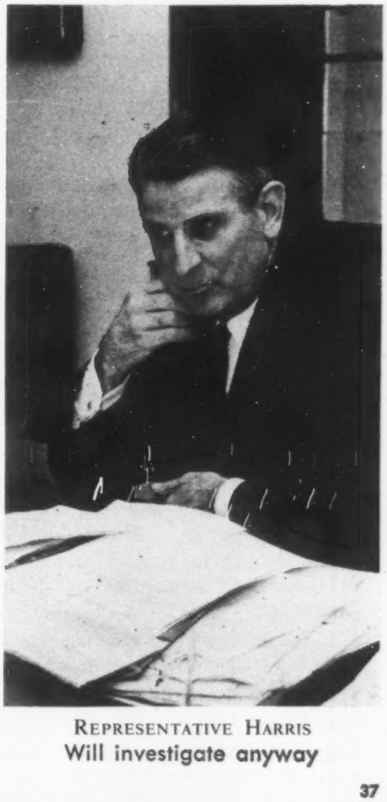
But it appeared that a ruling on unlocking of the grand jury presentment may not be made at least until September. Judge Mitchell D. Schweitzer of New York General Sessions Court, who sealed the grand jury file, is reported away for the month of August and will not resume court until September.

The grand jury investigation, which centered on charges that certain tv quiz shows were rigged and contestants coached on their answers to the questions, produced several weeks of big-headline bait for newspaper readers across the nation (BROADCASTING, Sept. 1, 1958, *et seq.*).

One Out of Many • The moves by Messrs. Magnuson and Harris heap still another probe upon the much-investigated broadcasting profession and again could involve Madison Avenue representatives from independent producers and network officials to agency executives and advertisers. They had warmed the witness chair only last month during one phase of FCC's overall probe of network television programming (BROADCASTING, July 13).

Sen. Magnuson said the House subcommittee move "doesn't overlap with us in any way." He said it would be "fine" if the House group obtained the grand jury report since it would then be available to both Congressional committees.

Sen. Magnuson's letter to District Attorney Hogan, dated last Monday (July 27), recalled that the Senate Commerce Committee "has been con-



REPRESENTATIVE HARRIS
Will investigate anyway

ducting an overall inquiry into the various phases of the operations of the television industry." It enclosed a copy of the June 26, 1957, staff report, "Television Network Practices," which had been circulated "to the various government agencies for their comment and recommendations and which would guide the Committee in determining what legislative action was necessary."

The Waiting Game • The Magnuson letter continued: "Last year when the allegations concerning the quiz shows were brought to my attention, a preliminary study revealed that your [Hogan's] office was conducting an extensive investigations and submitting data to the grand jury. Before proceeding with any hearings at that time, I thought it best to await the results of your inquiry with the hope that whatever material you developed could become available to this Committee. . .

"It appears to me that this entire problem is so closely connected with the public interest that it may be necessary to take corrective action. The first session of the 86th Congress is rapidly drawing to a close and whatever legislative action is to be taken must be done quickly."

Line Forms to Right • At the time Sen. Magnuson wrote his letter to District Attorney Hogan, two counsels of the Harris subcommittee already were in Mr. Hogan's office to learn what steps to take to obtain the grand jury file. They were the subcommittee's chief counsel, Robert Lishman, and Richard Goodwin, former clerk to Supreme Court Justice Felix Frankfurter, who recently joined the subcommittee. Mr. Goodwin remained in New York all week.

Mr. Lishman felt, based on facts at hand, there is "an excellent chance" a public hearing will be held.

Rep. Harris appeared surprised Thursday afternoon when he heard of the parallel move by Sen. Magnuson. "Suddenly it seems somebody else got in the act," he quipped.

Hands Off, Eyes On • Rep. Harris said his first information on the tv quiz scandal was developed the latter part of last year but he did not feel he could pursue it without interfering with the grand jury. The developments were watched "very closely," he said, and investigation work was intensified during the last few weeks.

The House Commerce Committee chairman said he has received "many complaints" about the tv quiz show situation. He said his subcommittee's hearing does not hinge on actually getting the grand jury material since it has enough information to proceed on its own.

In a news statement prepared for Friday release (July 31), Rep. Harris said, "The great attraction of television quiz shows was the spectacle of the unknown genius whose wizardry and intellect baffled the nation. The winners on these shows became national folk heroes, and their daily activities were followed on the front pages of the nation's newspapers.

"These programs attracted immense viewing audiences, resulting in large profits to producers and sponsors. We now have information leading us to suspect that contestants on some of the shows were coached and given answers in order to enhance their audience appeal."

Bigger Than Both of Us • He continued: "If this is true, then the American people have been defrauded on a large scale. It is a matter of intense and paramount federal interest that nationwide media of mass communication not be used for perpetrating fraudulent advertising schemes on the public. We have followed for the past year with great interest the investigations of the New York Grand Jury. However, we believe that the problem is essentially a national one and a proper concern of the federal government."

Rep. Harris promised legislative action to curb frauds if they are disclosed.

It was fun (and so profitable) while it lasted . . .

One year ago on an otherwise quiet August weekend a very successful television quiz property called *Dotto* was silently blotted out of CBS-TV and NBC-TV lineups.

Sponsor Colgate-Palmolive Co., agency Ted Bates Inc., packager Frank Cooper Assoc. and the network met all inquiries with a cryptic "no comment," but the incident refused to evaporate.

All that was to wash down the drain and disappear was the lush $100-million bonanza of two dozen quiz shows then going on the three networks (a few have survived). Down the drain, too, were to go quiz show ratings, through some pollsters disagreed.

All that was to remain was the dregs of allegations and counter charges—to be spooned through and through for repeated newspaper exposes and subsequent grand jury attention.

Colgate eventually broke silence and said its action stemmed from an affidavit submitted by a contestant—later identified as Edward Hilgemeier Jr., an actor and part-time butler, who also complained to FCC and alleged the program had been rigged to favor another contestant (BROADCASTING, Sept. 1, 1958).

Whirlpool Widens • *Dotto* was not to suffer alone. Quickly swept up in the maelstrom was NBC-TV's *Twenty-One*, packaged by Barry & Enright Productions. $50,000-winner Herbert Stempel alleged he had been fed the winning answers. Then Rev. Charles E. Jackson of Tullahoma, Tenn., claimed he was briefed on answers for *$64,000 Challenge*, on CBS-TV that summer.

In all cases the fix charges were vigorously denied by packagers, agencies and networks. They cooperated fully in the investigations, the District Attorney's office said.

Into September as the allegations swirled faster and the District Attorney's office moved closer to the grand jury probe, quiz show sponsors grew nervous, reconsidered and some subsequently withdrew or switched to other program vehicles.

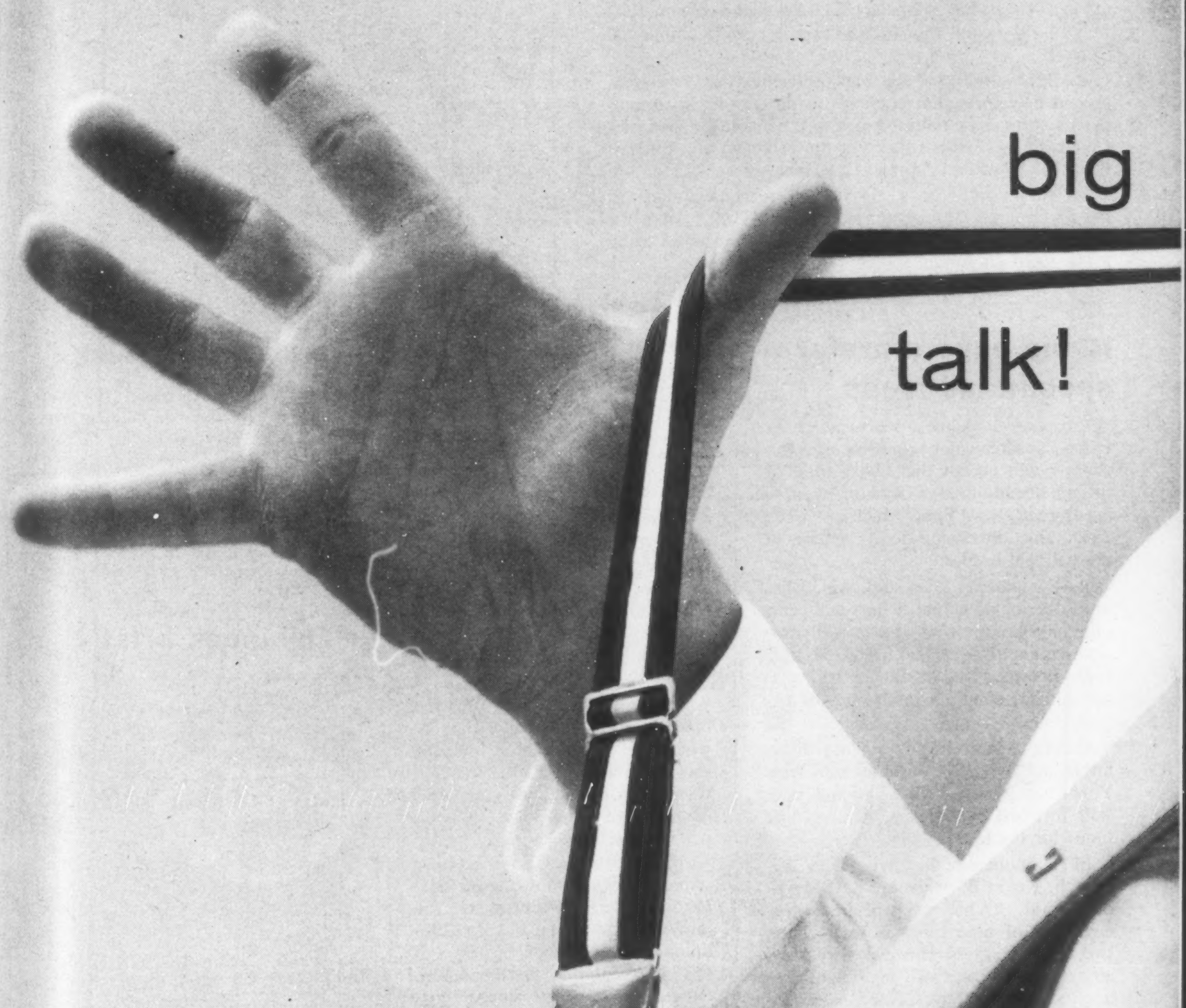
Even to be counted among the eventual sponsorship casualities: CBS-TV's *$64,000 Question*, the show which started the big quiz boom in 1955 and boosted Revlon sales from $33.6 million in 1954 to $51.6 million in 1955 and $85.7 million in 1956.

The grand jury presentment was made to the court earlier this year and immediately sealed amid loud pleas for its disclosure from the jury foreman, the assistant district attorney who prepared the case and the daily press (PROGRAMMING, June 15). The only indictment to ensue involved Albert Freedman, a *Twenty-One* producer, who was charged with perjury by another grand jury after denying he had furnished answers to quiz contestants.

And despite it all, the quiz show survives, as the fall network schedules disclose: ABC-TV—*Who Do You Trust, Music Bingo;* CBS-TV—*Top Dollar, Big Payoff, Name That Tune;* NBC-TV—*Tic Tac Dough, Dough Re Me* and *Treasure Hunt*. Most are daytimers.

In the first six months of 1959, WMAQ Radio's local sales were 33.6% ahead of the same period last year. And the month of June not only proved to be 57.3% greater than June of last year, but the biggest month in WMAQ's entire 37-year history! Big talk like this is possible because WMAQ Radio gets action for its advertisers . . . buying action from Chicago's adult audiences. For your authoritative voice in Chicago, talk big on . . . WMAQ

NBC Owned 670 in Chicago Sold by NBC Spot Sales



ONE MINUTE SPOT IS KING IN RADIO

RAB finds 68.7% of a million-spot sample run 60 seconds

Brand advertisers in spot radio use the one-minute announcement the most frequently.

In radio programming, the five-minute length is the most favored—it represents more than half of all radio programs sold.

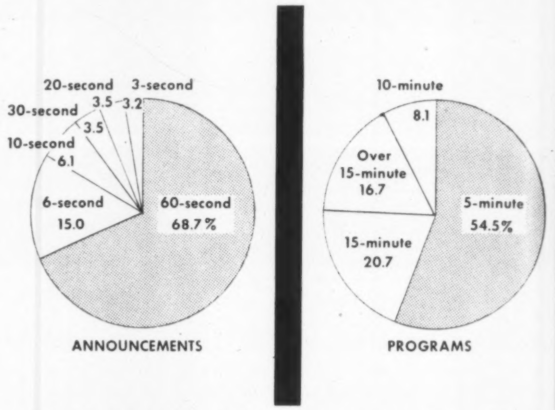
These are the main findings of a new Radio Advertising Bureau analysis of nearly a million radio announcements and about 43,000 programs. Covered were time purchases by more than 1,100 brand advertisers which used the spot radio medium in the first quarter.

Other Forms Too • The one-minute spot by far was the commercial receiving the most frequent use. RAB listed 68.7% of the commercials as 60 seconds long. Other lengths with percentages: 6-second radio spot (15%), 10-second spot (6.1%), 20-second commercial (3.5%), 30-second spot (3.5%) and 3-second commercial (3.2%).

RAB reported that the high percentage of 3- and 6-second categories, not common to most radio spot campaigns, primarily reflected heavy timebuying activity of Chock Full O' Nuts (3-second time signals) and Sinclair Gasoline (6-second "quickie" safety message).

As to program buys, 54.5% of purchases made in the first quarter were five-minute shows, 20.7% were for 15-minute forms, 16.7% for more than 15 minutes while 8.1% were 10-minute shows.

SPOT RADIO TIMEBUYS



(Charts show percentage of all announcements, programs accounted for by each of the various lengths during first quarter, 1959.)

Source: RAB

copyright 7/59

Radio buyers prefer specific ad ideas

Prospective radio advertisers prefer to hear specific campaign ideas and frequently will accept them with little or no modification, says Radio Advertising Bureau, New York, which last week added this dimension to its selling at the national level.

RAB's national sales staff, which has been developing actual dollars-and-cents salesmanship for three years, will now include an actual radio proposal with every presentation, instead of trying to sell general concepts in the use of the medium.

Carole Agate, former agency timebuyer at Lawrence C. Gumbinner, New York, has joined RAB's national sales staff to assist in choosing markets and times for the tests.

In announcing the new sales approach, Kevin B. Sweeney, RAB president, said: "What we will be selling eight out of nine times is tests—from two to six markets. However, occasionally the advertisers will leap right into a coast-to-coast buy." Cited as examples: "an airline which is considering both a spot and network radio campaign, and a household product manufacturer that is expected to make a nationwide buy involving personality programs."

Cut for all

Here comes Schick Inc., maker of electric shavers. Starting in the fall the advertiser, which has set a record-breaking $3 million budget to be spent over a 13-week period, will be in every medium including television. The agency: Benton & Bowles, New York.

Spokesmen for Schick said the budget was "fluid" but that tv would get a substantial slice of the $3 million. Already being formed: plans to buy segments of the 90-minue specials Revlon will slot in the Thursday, 9:30-11 p.m. period on CBS-TV. Other money will go into spot television. (Revlon represents the largest single voting block (22%) among Schick's stock owners and has representation on the board. (Revlon itself experienced phenomenal growth through use of tv.)

Timebuying series

Radio and Television Executives Society of New York has announced that its 1959-60 Timebuying & Selling Seminar luncheons will start Nov. 10 on a full series of 16 weekly sessions. Seminar chairman R. David Kimble of Grey Adv. said the sessions will be held at Hotel Lexington in New York each Tuesday starting at 12:15 p.m.

• Business briefly

Time sales

- Corning Glass Works, Corning, N.Y., as part of an intensified campaign in television this fall, has signed for a 64-market spot tv effort and for ABC-TV's *Alaskans*, *Cheyenne* and *Sugarfoot-Bronco* shows plus segments of NBC-TV's *Five Fingers* and CBS-TV's *Line-up* programs, providing the company with a Saturday through Wednesday exposure. Agency: N.W. Ayer & Son, N.Y. and Phila.

- National Telefilm Assoc., N.Y., announced purchase of its *Grand Jury* tv series by the D-X Sunray Oil Co., Tulsa, Okla., which will sponsor the series in 44 midwest markets, starting Jan. 1,

CHECK ✓ and DOUBLE CHECK ✓✓

✓ **WTHI-TV offers the lowest cost per thousand of all Indiana TV stations!**

✓✓ **One hundred and eleven national and regional spot advertisers know that the Terre Haute market is not covered effectively by outside TV.**

CBS
TELEVISION

WTHI-TV

CHANNEL 10 • CBS—ABC

TERRE HAUTE
INDIANA

Represented Nationally by Bolling Co.

Hold it,
MR. TIMEBUYER!

Have you seen the latest HOOPER (July) in Seattle?

- Cutie (KQDE) NOW OUTRATES ALL THREE 50,000 watt stations . . . and is practically tied for 2nd place. (July, HOOPER, 7 a.m.-6 p.m.)
- KQDE has one rate—locally and nationally.
- KQDE gives you the lowest cost per M in greater Seattle.
- Its 1000 watts, full-time on 910 kc, covers all of Seattle's 400,000 radio homes.
- KQDE is affiliated with KQTV - Everett, Wash., the #1 station in a wealthy 250,000 market.

"COLORFUL CUTIE"
KQDE
YOUR MUSIC STATION
SEATTLE
WASHINGTON

- Ask FORJOE & CO. or WALLY NELSKOG, President, (ALpine 5-8245) for the latest availabilities.

1960. Also reported was the renewal by Anheuser-Busch Inc. of NTA's *U.S. Marshal* in 93 markets. Agencies are Potts-Woodbury Adv., Kansas City (D-X Sunray), and D'Arcy Adv., St. Louis (Anheuser-Busch).

- Structo Mfg. Co. (children's toys, models), Freeport, Ill., buys participations on CBS-TV's *Captain Kangaroo* and syndicated *Ding Dong School* series in 100 cities, each for 13 weeks starting Sept. 14. Radio-tv spot announcements will be distributed to local dealers as part of a heavy merchandising campaign. Agency: Erwin Wasey, Ruthrauff & Ryan, Chicago.

- A.S.R. Products Corp. (razors and surgical blades), N.Y., through Kenyon & Eckhardt there, will be alternate-week sponsor of *World Championship Golf*, (NBC-TV Sun., 4:30-5:30 p.m.) beginning Oct. 11. Top pros will compete for a total of $171,000 in prize money on various courses on the weekly film show hosted by Bob Crosby. It will occupy part of the time slot formerly allotted to *Omnibus*.

- W.A. Scheaffer Pen Co., N.Y., signs for a special, *Give My Regards to Broadway*, to star Jimmy Durante, on NBC-TV, Sunday, 8-9 p.m. on Dec. 6. Agency: BBDO, N.Y.

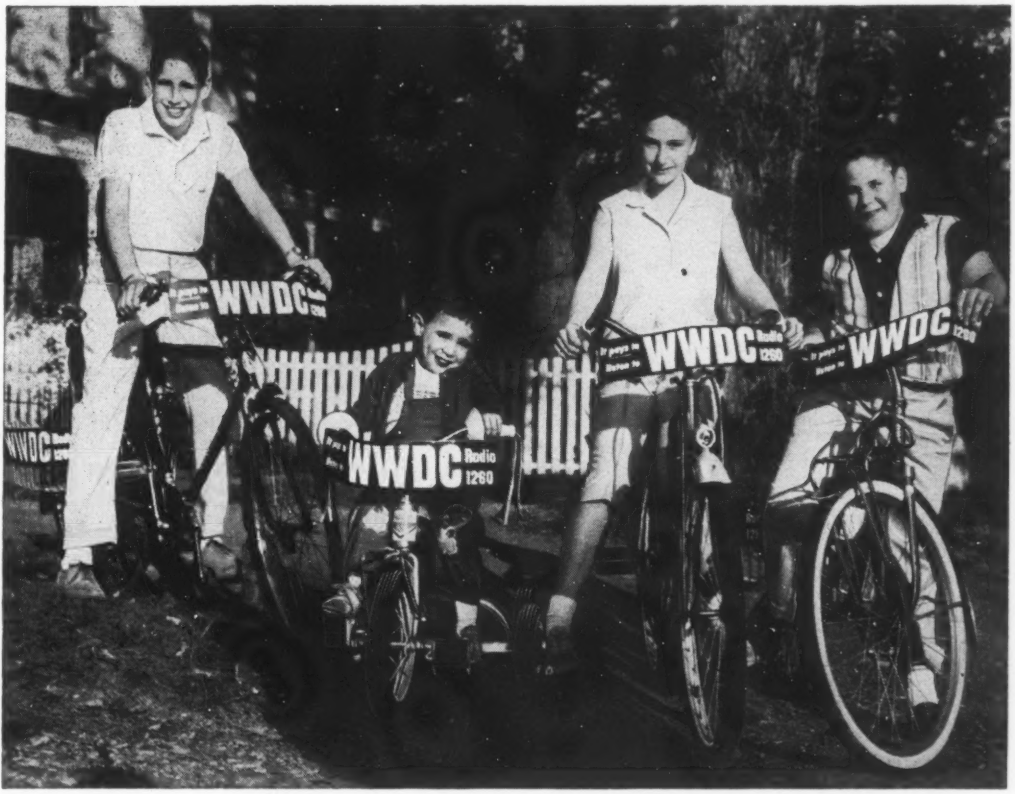
- The entire regular season schedule of the New York Giants football team schedule will be broadcast by CBS Radio

Keep Your Eye on The Higbee Co. • The Cleveland department store next month starts one of the most widely-publicized "tests" to measure the effectiveness of radio advertising in selling department store items. Behind it is the Radio Advertising Bureau, which announced the Higbee selection last week for the broadcast industry's "$64,000 Challenge." The project got its name when the bureau's President Kevin B. Sweeney more than a year ago (May 1958) openly invited a department store to push sales items via radio with partial RAB financing on ground rules laid down by the bureau. The Sweeney challenge was made before a National Retail Merchants Assn. sales promotion convention. Mr. Sweeney offered up to $64,000 to a store to take part in a year-long experiment.

The RAB conditions were: the store must do at least $30 million in yearly sales (Higbee is in the $50 million bracket), RAB will be permitted to select broadcast times, write copy, have voice in selecting items, access to results of all advertising and rights to publish them after the year's campaign. For these conditions, RAB offered to put up $2 for every $1 spent by the store.

The project will be directed by Marc Jonas, sales promotion director, The Higbee Co., and Miles David, a RAB vice president. Wyse Adv., Cleveland, Higbee's agency, will place the campaign.

In above photo: One of the proposed jingles is played by (l. to r.) Mr. Sweeney; E.K. Hoffman, vice president and general manager of The Higbee Co.; Mr. Jonas, and Marc Wyse, president of the agency bearing his name.


WWDC Radio 1260
It pays to listen to WWDC Radio 1260
It pays to listen to WWDC 1260

A "BUMPER CROP" WE DIDN'T "PLANT"!

Would that all ads were this simple and beautiful! We ran a bumper strip promotion a while back, and the response was substantial. But little did we realize what a "depth reaction" we had achieved until this unsolicited picture arrived in the mail. No pious pronouncements from us about these youngsters being future WWDC customers for you. We'll let the photo—and the spirit that prompted it—speak for itself. We add only this—as well as being Washington, D. C.'s #1 radio station (May Pulse), we are now "the mike behind the bike"!

Radio Washington **WWDC**

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week July 23-29 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Thur., July 23	Groucho Marx (10 p.m.)	NBC-TV	16.7
Fri., July 24	77 Sunset Strip (9:30 p.m.)	ABC-TV	17.8
Sat., July 25	Gunsmoke (10 p.m.)	CBS-TV	16.7
Sun., July 26	What's My Line (10:30 p.m.)	CBS-TV	16.3
Mon., July 27	Desilu Playhouse (10 p.m.)	CBS-TV	17.3
Tue., July 28	Rifleman (9 p.m.)	ABC-TV	15.9
Wed., July 29	U.S. Steel Hour (10 p.m.)	CBS-TV	16.3

Copyright 1959 American Research Bureau

throughout New York state and New England this fall under the co-sponsorship of P. Ballantine & Sons, Newark, N.J., and General Cigar Co. (White Owls), N.Y. Agencies: William Esty for for Ballantine, Young & Rubicam for General Cigar.

• Miles Labs Inc., Elkhart, Ind., has ordered nine alternate-week quarter-hour segments on eight daytime NBC-TV shows, to run through July 1960. The orders, five of them new, were placed in behalf of One-A-Day Vitamins, Alka-Seltzer and Bactine. Agency: Wade Adv., Chicago.

• American Red Ball Transit Co., Indianapolis, in its first network radio campaign, will sponsor the Tuesday and Thursday segments of the 5:30-5:35 p.m. news program featuring Frank Edwards, starting Aug. 31. The program marks Mr. Edwards' return to MBS on a full-time basis. Agency: Ruben Adv., Indianapolis.

• Perma-lift (foundation garments), Chicago, buys a one-hour Parisian fashion show for use on two CBS owned stations, KNXT (TV) Los Angeles and WBBM-TV Chicago, for showing sometime after Sept. 1. The film also is being offered by CBS Television Film Sales to other markets, including New York. Agency: A. Stein & Co., Chicago.

• U.S. Brewers Foundation, N.Y., in its second network purchase of the year, will sponsor a 90-minute special by NBC-TV Sept. 22 (9-10 p.m. EDT). Program is titled *A Toast To Jerome Kern*. Music Corp of America will produce. Brewers Foundation agency: J. Walter Thompson Co., N.Y.

Agency Appointments

• Procter & Gamble Inc., Cincinnati, reassigns Fluffo shortening from Tatham-Laird, Chicago, to Benton & Bowles, N.Y., on Sept. 1. Both agencies are in the P&G family. Tatham-Laird is P&G's agency for Mr. Clean and American Family soap and detergents. B&B's lineup for P&G includes Ivory Snow, Tide, Zest, Crest, Prell and Charmin paper products.

• Young & Rubicam's Caracas, Venezuela, office has been assigned five Procter & Gamble products for that country. The new accounts: Unico (Tide); Camay toilet soap; Lavasol (Duz); Drene shampoo, and Clorox.

• Reese Finer Foods Inc., Sue Ann Food Products Corp., and Lora Inc. (dog care products), all Chicago, appoint Gordon Best Co. there.

• E.C. DeWitt & Co. (proprietary drugs), N.Y., appoints Tatham-Laird, same city. Its account is estimated at $200,000.

• Schulze & Burch Biscuit Co., Chicago regional advertiser, appoints Compton Adv. Inc., same city, for its Flavor-Kist products.

• Massey-Ferguson Co. Ltd., Canada, appoints Needham, Louis & Brorby, Chicago, to handle its farm equipment advertising, estimated at about $500,000. Agency already handles U.S. advertising of firm, which is network tv advertiser.

Whiskey on tv

A whiskey account broke the television barrier July 21 with two 90-second spots on WATR-TV Waterbury, Conn., according to the Peter Bochan agency of Waterbury. The advertiser was Michter's Pot Still Whiskey, of Lebanon County, Pa.

As m.c. of his own program, Peter Bochan offered viewers of the Michter's spots a 48-page Dutch cookbook for 35 cents. They were asked to call WATR-TV, leaving their name, address and name of local supplier if they wanted to try a whiskey "typically American as Paul Revere's Ride." Michter's is advertised in the *Wall Street Journal* and the *New Yorker*.

THE MEDIA

PROSPEROUS DAYS AT TV NETWORKS

Half-year revenue report: $309 million, 9% over last year

For the tv networks, the first six months of the year have been lucrative, according to gross time billing figures reported today (Aug. 3) by Television Bureau of Advertising. The total for the first half of 1959: $309,380,932, an increase of 9.3% over the same period last year.

In the month of June, the tv networks compiled a gross billing of more than $48.4 million, an increase of about 10.7% over that month a year ago. Best showing for the month was turned in by CBS-TV, a more than $21.6 million in gross time charges. ABC-TV came up with the most notable increase in June—nearly $9 million or 20.9% above the June mark last year.

The network figures are compiled for TvB by Leading National Advertisers and Broadcast Advertiser Reports.

Network tv gross time billings

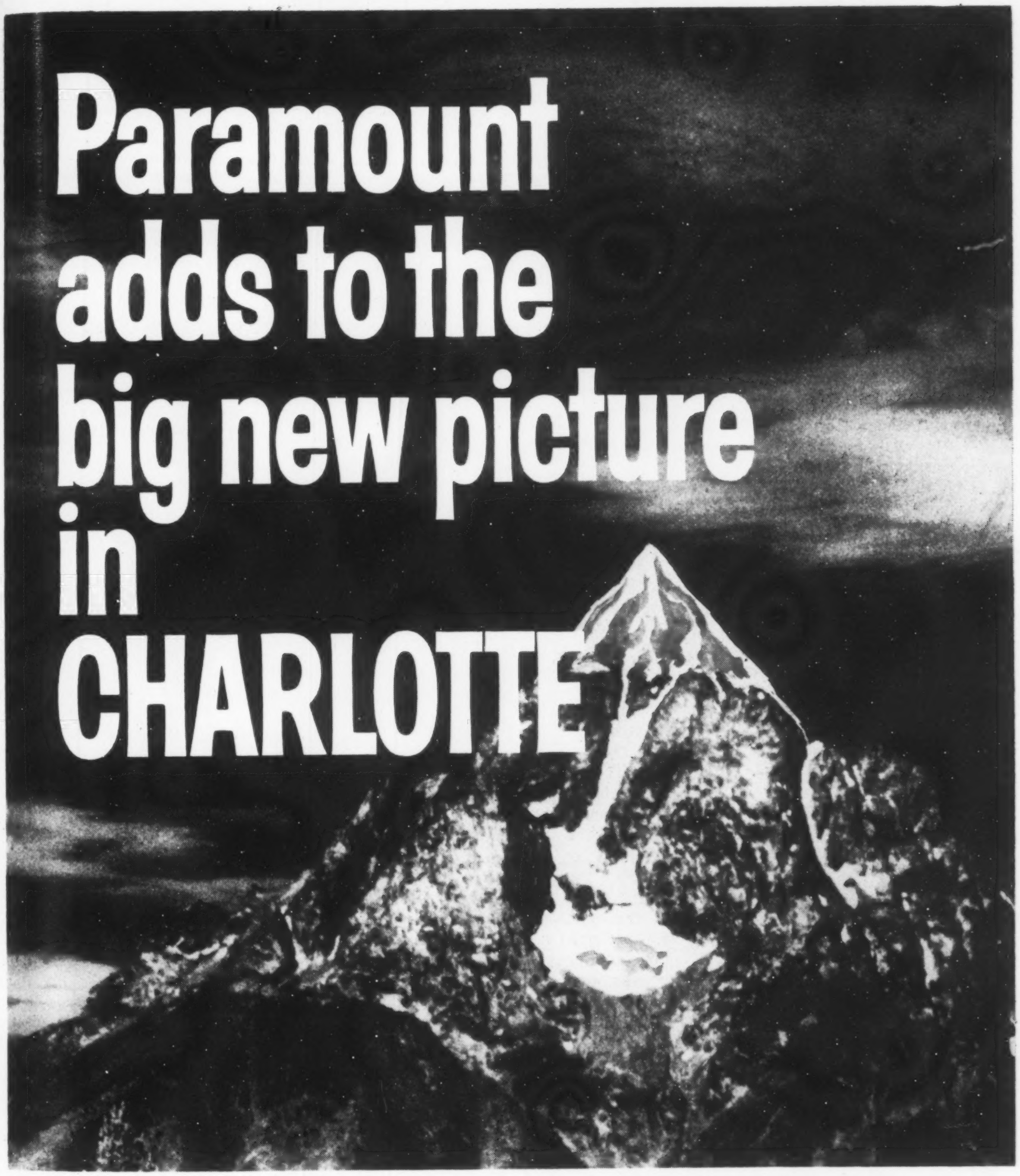
	June			January-June		
	1958	1959	% Change	1958	1959	% Change
ABC	$ 7,387,586	$ 8,930,114	+20.9	$ 51,617,801	$ 61,422,516	+19.0
CBS	19,733,057	21,630,941	+ 9.6	124,047,416	132,537,670	+ 6.8
NBC	16,648,462	17,911,084	+ 7.6	107,406,232	115,420,746	+ 7.5
Total	$43,769,105	$48,472,139	+10.7	$283,071,449	$309,380,932	+ 9.3

Month by Month—1959

	ABC	CBS	NBC	Total
January	$10,647,078	$22,129,248	$19,299,853	$52,076,179
February	10,024,460	20,806,220	18,053,828	48,884,508
March	11,565,031	23,265,395	20,728,315	55,558,741
April	10,309,263	22,093,785	19,753,172	52,156,220
May*	9,946,570	22,612,081	19,674,494	52,233,145
June	8,930,114	21,630,941	17,911,084	48,472,139

*Figures revised as of July 24, 1959

LNA-BAR: Gross time costs only



NBC, ABC, Warner Brothers—plus Paramount! The best of this major producer now has sweetened the pot for WSOC-TV advertisers. Puts more starch in the formula that's changing viewing habits of Charlotte television! Here in America's 22nd largest tv-homes market you get more for your dollar on Charlotte's expanding WSOC-TV... one of the great area stations of the nation.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton

AB-PT CHALKS UP 28% RISE

$3.8 million profit recorded at midyear

American Broadcasting-Paramount Theatres Inc. estimates its net operating profit for the first half of this year at 28% above the like half of 1958.

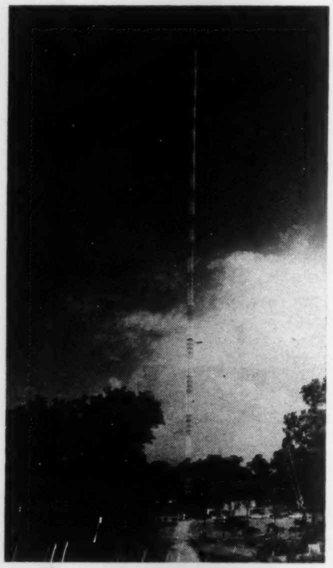
AB-PT is parent of the ABC broadcasting and theatre divisions, which supply most of its revenue, as well as of subsidiary Am-Par Records and holds interests in amusement centers and electronics industries.

The net operating profit for the six months was $3,886,000 (90 cents a share). This compares to the previous first-half figure of $3,042,000 (70 cents a share). In the second quarter alone (April, May and June), AB-PT compiled an estimated net operating profit of $1,573,000 or 36 cents a share, a 32% increase over the previous like period ($1,188,000 or 27 cents a share).

In reporting the progress, Leonard H. Goldenson, president of AB-PT, said the theatre division had its best second quarter since 1955—"the results more than made up what the theatres had been behind in the first quarter to show overall six months, improvement over last year."

Broadcasting Arm • ABC-TV, he observed, has continued to improve competitively, particularly in markets where the three networks have equal competitive facilities. There, he said, ABC-TV showed "the largest increase in share of audience for the current television season."

Mr. Goldenson pointed to the past three months as an active selling period for the network's 1959-60 schedule of programs, and noted that for the first time, ABC-TV will program in the 10:30-11 p.m. period throughout the week. He said it was expected that new daytime programming to start next October will strengthen the daytime schedule established this past year.



Higher than ever • KTVI (TV) St. Louis, whose 592-ft. tower was toppled by a tornado last winter (BROADCASTING, Feb. 16), now is operating from a new 1,049-ft. Kimco tower. At the base is KTVI's new 100 kw transmitter. The new gear cost about a half-million dollars.

AB-PT buying back stock held by Noble

American Broadcasting-Paramount Theatres Inc. last Thursday (July 30) acquired all the preferred stock formerly owned by Edward J. Noble, who died last December, and now held by his estate. AB-PT also purchased preferred shares held by the Edward John Noble Foundation.

At the time of his death, Mr. Noble was the largest single stockholder of AB-PT, owning approximately 75% of the preferred and 8% of the common stock, much of the holdings in the name of the foundation.

AB-PT on Thursday purchased on the New York Stock Exchange 225,028 shares of its 5% preferred stock held by the estate and 15,740 shares of its 5% preferred stock held by the foundation, at a price of $19.25 per share.

Maintains a Bid • The corporation said it would maintain a bid on the exchange until Sept. 30 of this year to purchase—at the same price—"all or any" of a remaining 78,537 shares of its 5% preferred held by other stockholders which may be offered.

AB-PT explained that the elimination of the stock was being made to simplify the company's capital structure and to save dividend payments on the outstanding preferred stock.

Mr. Noble at the time of his death was chairman of the finance committee and on the executive committee of AB-PT and was board chairman of Beech-nut-Life Savers Inc. Since it was set up in 1940 by Mr. Noble, the foundation has made many substantial contributions for educational, religious and charitable purposes. Mr. Noble took a hand in the 1953 merger of ABC (which he had acquired for $8 million in 1943) with United Paramount Theatres to form AB-PT, a deal said to have been in the $25 millions.

Hot tip

KPOI Honolulu received a telephone tip about a burglary that had just been committed late last month but the caller refused the $1 the station gives listeners who telephone in news tips. Reason: He had just done the burglary and didn't wish to give his address. Instead the thief requested the buck be given the local Police Relief Assn.

ABC-TV unleashing determined promotion

ABC-TV is aiming to move into "a firm number one" position among the three networks in 1959-60, Oliver Treyz, ABC-TV president, told a meeting of eastern affiliate executives in New York last week.

"But 1959-60 will be a critical year for us." Mr. Treyz cautioned about 150 station managers and station promotion managers attending the two-day session. He said that 64% of the nighttime schedule is new programming, which means "we have a big promotion job ahead of us."

ABC-TV, Mr. Treyz reported, is launching "the most extensive promotion-publicity-exploitation-advertising drive in history" in support of its fall schedule.

Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres Inc., parent company, called on affiliates for "the same drive and enthusiasm" in their promotion of ABC-TV's "more than $75 million programming investment" as has been shown by the network in building the schedule. A half dozen other network officers addressed the affiliate session.

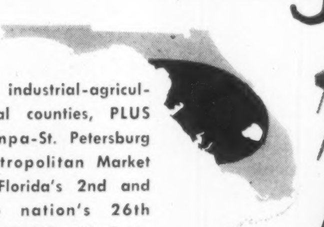
A similar meeting for the midwest and far west station managers and promotion managers was held in Chicago on Thursday and Friday (July 28-31). Regional sessions will be held today and tomorrow (Aug. 3-4) in Dallas and in Los Angeles on Thursday and Friday (Aug. 6-7).

KSPR-TV bows to catv

License for ch. 6 KSPR-TV Casper, Wyo., has been returned to FCC by owner Donald L. Hathaway and the station went dark July 21. "Our main stumbling block has not been the competitive tv station [KTWO-TV] here but rather the community tv set-up . . ." which brings in three stations from Denver and also repeats KTWO-TV, Mr. Hathaway told FCC.

He said viewers hooked into catv had

CHANNEL 8 DELIVERS AMERICA'S 26th RETAIL SALES MARKET IN THE LAND* OF Profitunity



* 26 industrial-agricultural counties, PLUS Tampa-St. Petersburg Metropolitan Market—Florida's 2nd and the nation's 26th Retail Sales Market!

Any advertising campaign aimed at America's top sales markets must include Tampa-St. Petersburg Metropolitan Market—America's 26th Retail Market—and WFLA-TV!

WFLA-TV reaches more than 320,000 TV sets in the *Land of Profitunity*—a rich, busy 26-county area where retail sales topped two and a quarter billion dollars last year—up 131% since 1950!

Take advantage of this exciting sales—and profit—opportunity! Spot your product on WFLA-TV—dominant in the *Land of Profitunity!*

Figures from Sales Management 1959 Survey of Buying Power.

wfla-tv CHANNEL 8
TAMPA - ST. PETERSBURG

NBC

NATIONAL REPRESENTATIVES, BLAIR-TV

Ensconced • WAVE-AM-TV Louisville moved into its new headquarters last month. Costing about $1.5 million plus equipment and furnishings, the building has two tv studios, a radio studio, three announce booths, three control rooms, film and viewing rooms, offices and workshops. The address: 725 S. Floyd St.

Official dedication of the building will take place Oct. 23, marked by the broadcast of *Beatrice*, an opera commissioned by WAVE Inc.

to install a special switch to get KSPR-TV aired signals and even then it was difficult to get a good ch. 6 picture because of cable interference on the adjacent channel. "We had hopes that the FCC or other legislation would come to our rescue on this unfair situation, however after holding out this long feel it is now prudent to discontinue operation of free tv," Mr. Hathaway said.

The station had lost $95,000 since going on air in August 1957, he reported. Earlier this month, KSPR radio was sold to KTWO-TV for $150,000 (BROADCASTING, July 13) and Mr. Hathaway sold tv equipment to Community Tv Systems (William Daniels of Denver) for approximately $300,000.

WTOC-TV trial film

Court proceedings, including pronouncement of the death penalty on two defendants, were filmed by WTOC-TV Savannah, Ga., with attorneys for both demanding new trials on the basis of the telecasts. No pictures were permitted of defendants in the courtroom during the trial but other photography was allowed with available lighting. Judge J. Henry Johnson, of the Beaufort, S.C., county court, presided.

At one point in the proceedings Judge Johnson put a still photographer on the stand with instructions to take a picture of a protesting lawyer. The lawyer was unable to tell when a picture was taken. Some of the WTOC-TV footage was carried on CBS-TV.

RCA, NYU to set up etv training center

In collaboration with RCA, New York U. in September will open a center for instructional television, reported to be the first of its kind in the U.S. Through RCA's contributions of $100,000 and television equipment, the center will "develop and disseminate the most effective techniques for televised teaching in the nation's schools," according to Dr. John E. Ives Jr., NYU executive vice president.

The center's program, administered by NYU's School of Education and Communication Arts Group, is designed for teachers, producer-directors, evaluators, administrators and others, and will include teacher-training, apprenticeships, institutes, in-service workshops, consulting services and research. Appointments of the center's director and staff will be announced at a later date. An advisory group of 19 educators and authorities on educational television has been organized.

The teacher-training phase of the center's program will consist of a workshop in tv teaching for graduate students, under-graduates who have had teaching experience, practicing teachers and school administrators who have been recommended by their school systems. On completion of the workshop, for which credit will be given in the School of Education, qualified persons will be offered apprenticeships in school systems that use tv in their instruction. All of the center's research findings will be made available in publications and films.

Tv PR committee set to act this week

The campaign to give the public a better appreciation of television will come off the drafting board this week.

Television Information Committee, top policy unit for the upcoming Television Information Organization, will go over a program of activities as well as financial structure and selection of a TIC operating head at subcommittee meetings to be held tomorrow (Aug. 4) at the Waldorf-Astoria, New York.

Three subcommittees will hold separate meetings starting at a luncheon session. Clair R. McCollough, Steinman Stations, chairman of TIC, said that if the committees come up with specific proposals "it may be possible to hold a committee meeting at the end of the day and take action on some of the subcommittee recommendations." The subcommittees will make no announcements of their actions. Their membership adds up to full TIC structure.

The subcommittees were named at a July 15 TIC meeting (BROADCASTING, July 20). Target dates of Sept. 15 for appointment of a director and Oct. 1 to start operation were set at the July session.

Members of the TIC committee, besides Chairman McCollough, are C. Wrede Petersmeyer, Corinthian Broadcasting Corp.; Willard E. Walbridge, KTRK-TV Houston; Roger W. Clipp, Triangle Stations; John S. Hayes, Washington Post Broadcast Div.; Lawrence H. Rogers II, WSAZ-TV Huntington, W. Va.; Michael J. Foster, ABC-TV; Charles S. Steinberg, CBS-TV, and Kenneth W. Bilby, NBC-TV.

MBS hearing Aug. 28

U.S. Referee Asa Herzog last week set Aug. 28 as the date for hearing a motion by Mutual for a decision on the network's petition for voluntary bankruptcy under chapter 11 of the Bankruptcy Act (BROADCASTING, July 6 *et seq.*).

Referee Herzog told a creditors meeting that another session will be scheduled on Aug. 12, at which time the creditors' committee will submit a progress report on the total number of creditors who have approved Mutual's plan for disposing of its debts. Mutual has liabilities of $3,195,607 and has offered the vast majority of creditors 10 cents on the dollar. The plan must be approved by at least 51% of the total number of creditors who are owed at least 51% of the total amount.

NIKITA PUTS ABC IN DOGHOUSE

Alleges distortion of tv tape interview; denies radio communications for one day

One of broadcasting's brightest scoops ended on a sour note Thursday (June 30). The scoop: the tv recording of the Nixon-Khrushchev debate in the American exhibit in Moscow. The sour note: ABC's getting squeezed in power politics when the Soviet premier accused that network of distorting its translation of his remarks.

Vice President Nixon and Premier Khrushchev were touring the exhibit in Moscow Friday before last when they came upon the Ampex-RCA exhibit of an American tv studio. They were asked to step before the color camera, make a few remarks, then see them played back on tape. But during the demonstration they began their now-well-documented debate. The camera kept turning, but the two politicians ignored it in the heat of their argument. After Phil Gundy, Ampex International president, reminded them that they were being recorded, they finally cut it off.

Mr. Gundy escorted the pair to the tape machine, where he guided Mr. Khrushchev's hand in manipulating the controls to play back the recording. It was then that Mr. Nixon and the Russian Premier agreed that the recording be played for the American people, but with the proviso that it be fully translated and unedited.

The Ampex representative immediately rushed the tape to his hotel and started making all the arrangements for a quick flight home. He made it back by Saturday morning (the debate was at noon Friday Moscow time.)

Mr. Gundy actually "smuggled" the tape out of Russia. He wrapped it in a dirty shirt and covered it with business papers to avoid a customs delay. The tape went unnoticed.

On arrival at New York's Idlewild Airport Mr. Gundy was informed that the State Dept. wanted him to hold off. The diplomats had agreed that the tape would be shown simultaneously in the U.S. and the USSR. But after many exchanges of phone calls between the networks, the State Dept. and Moscow, the networks agreed to release it despite official hesitation, and did so at 11 p.m. Saturday (with repeats Sunday).

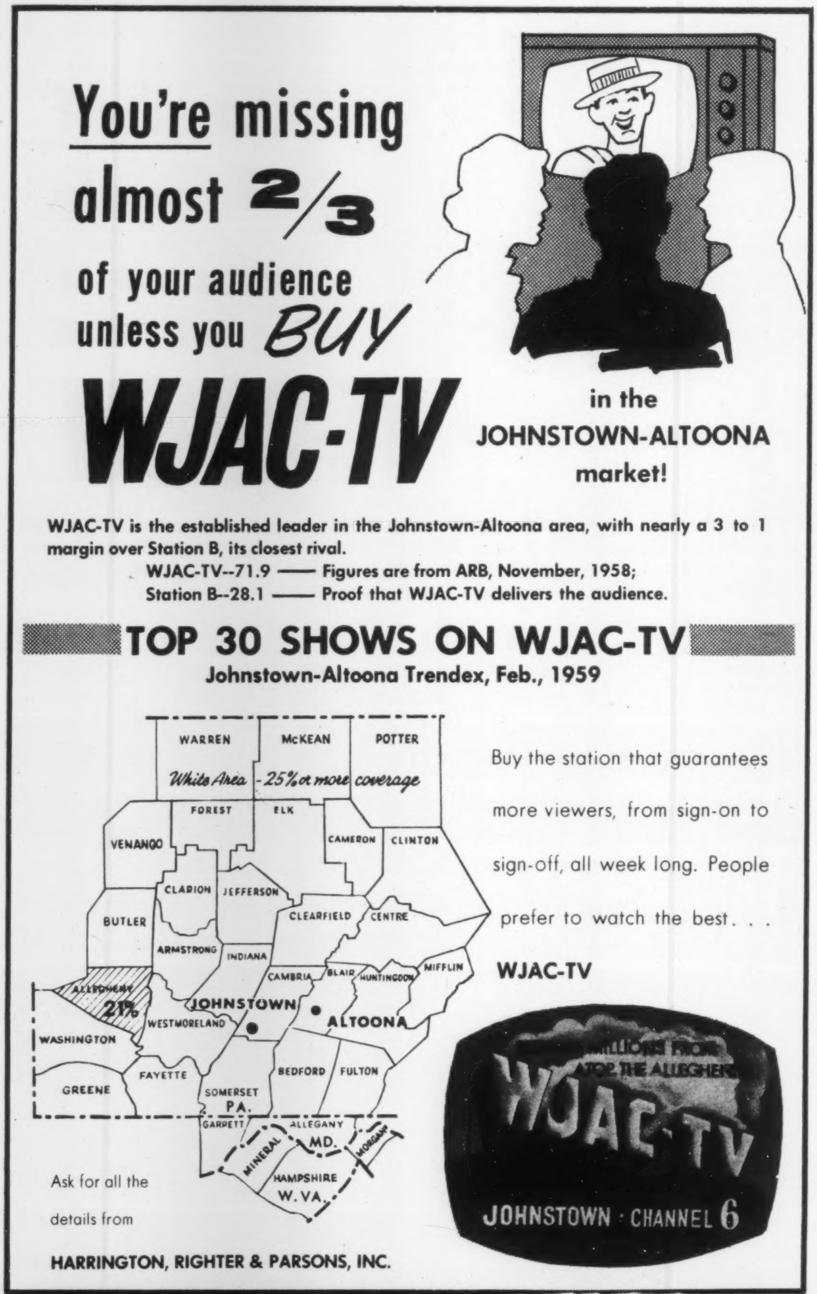
ABC Denied Radio Circuit • Despite the rhubarbs over official release all went well until last Thursday. Then ABC correspondents accompanying the Nixon party in Russia were notified they would be denied use of radio communications for 24 hours as punishment for the alleged distortion of Mr. Khrushchev's remarks. Both CBS and NBC were offered radio facilities, but both declined, saying they would not take unfair advantage of a competitor in such a punitive affair. (All three networks had been sending their dispatches by telephone lines last week, and ABC, along with the other two, continued to get its news out that way.)

AMPEX' GUNDY
Home with hot tape

Each of the three networks had arranged their own translations of the Nixon-Khrushchev tape the preceding Saturday. ABC denied that its version differed from that of the other networks, although there was some difference in technique. CBS's commentator read the translated remarks simultaneously with the premier's appearance on the tape, NBC's lagged behind the video, ABC's sounded somewhat ahead of it. An ABC spokesman said State Dept. monitors had verified its translation.

ABC's John Daly, who with Edward Morgan was one of two ABC correspondents denied the wires Thursday, broadcast his reaction via telephone back home that night: "If you can hear this it is a poor substitute for a broadcast circuit from Siberia promised by the Russians after three days of wrangling with Mr. A.J. Popov, acting head of the press section of the Foreign Ministry. That circuit was taken away from ABC one hour before broadcast time in Sverdlovsk in Siberia because Mr. Popov finally got a copy of today's Siberian edition of *Pravda*. He found that Nikita Khrushchev criticized ABC for its handling of the Khrushchev-Nixon video tape recording at the American exhibition in Moscow last week in a speech at the Dniepropetrovsk machine building plant two days ago. My colleagues from CBS and NBC accompanying Vice President Nixon were told they could still use the broadcast circuits and—bless them—they told Mr. Popov in blunt language, "No thank you. We don't know the facts of the telecast at home." Neither does Mr. Popov. He just

THE CELEBRATED DEBATE AS RECORDED ON TAPE
They talk on as tapes and cameras turn



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WJAC-TV--71.9 —— Figures are from ARB, November, 1958;
Station B--28.1 —— Proof that WJAC-TV delivers the audience.

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BUTLER
CLEARFIELD
CENTRE
ARMSTRONG
INDIANA
CAMBRIA
BLAIR
HUNTINGDON
MIFFLIN
ALLEGHENY
21%
JOHNSTOWN
ALTOONA
WESTMORELAND
WASHINGTON
FAYETTE
BEDFORD
FULTON
GREENE
SOMERSET
PA.
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read in the paper that Mr. Khrushchev is unhappy. In sum, it's a heck of a way to run a let's-be-friends visit by the Vice President of the United States . . ."

A U.S. State Dept. official flatly rejected the idea that Khrushchev's remarks had not been translated completely and accurately. Joseph W. Reap, State press officer, said U.S. government Russian language experts fully substantiated assurances from the networks that the translations were "complete and accurate." Transcripts of all three programs were given to two State Dept. officials flying to Moscow for delivery to Vice President Nixon in case he wanted to rebut Mr. Khrushchev's charges. The two officials, both Polish experts, are joining Mr. Nixon for his trip to Poland.

NAB half-hour film gets double premiere

NAB's film showing the place of tv in a typical American city was given twin debuts last week. The half-hour documentary was shown first to a news conference in Washintgon, held Tuesday (July 28). The next day it was unveiled in Binghamton, N.Y., the city used as a typical cross-section of the tv audience.

Titled "In Focus," the film was produced with a $7,500 budget. It blends excerpts from tv programs to dramatize the way the lives of people are enriched by entertainment, information and community service. United Press-Movietone handled the filming. NAB President Harold E. Fellows was narrator. Production was supervised by Donald N. Martin, former NAB assistant to the president for public relations, and Stan Raiff of the NAB public relations staff.

"In Focus" is available to NAB members for use on the air and at community group showings. Purchase price is $55 plus shipping costs; rental for 10 days, $17.50 plus shipping costs.

ARB national plan

A brochure describing its new "nationwide concept" of local television audience measurements and explaining both its new and established services and how they can be used was announced last week by American Research Bureau. The "nationwide" plan includes measurement of every U.S. tv market from two to twelve times a year, publication of an annual coverage study of the U.S., and a revised and expanded format for ARB regular monthly reports (BROADCASTING, May 25). Designed for agencies, advertisers and stations, the brochure is available on request to ARB's sales office at 400 Park Ave., New York.

WHY TELEVISION TAPE ENGINEERS AND PRODUCTION MEN CHOOSE THE AMPEX CONSOLE

7 WAYS BETTER...

Console design is the hottest talking point among the men who do the actual day-to-day production work on TV tape. Seven hands are better than two, and they know it. And they know that Ampex console design gives them those extra hands with a speed and efficiency in production unmatched by rack or any other design . . .

- *One operator has complete control over all recording and playback functions while standing in one position.*
- *All pushbutton controls are within fingertip reach.*
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- *And it's safe — you can't bump into turning reels.*

There are already more than 410 Ampex Videotape* Television Recorders in operation throughout the world — in all major networks, in stations and production companies.

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Fulltime operation in wealthy and important market. Consumer income far above average. Number One in ratings and having best year. Showing good cash flow profit. $40,000 down and balance on excellent ten year terms.

NORTHWEST **$130,000**

Daytimer in large, prosperous metropolitan market. This one has real potential, particularly for an aggressive owner-operator. Owns transmitter site. Attractive terms can be negotiated.

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Consistently improving daytimer in solid two-station market. Showing good profit. Can pay for itself out of earnings after $29,000 down payment.

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Outstanding fulltime facility in one of the West Coast's major markets. Good real estate included. $135,000 cash required, with reasonable payout terms.

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CRestview 4-2770

Changing hands

Announced • *The following sales of station interests were announced last week, subject to FCC approval:*

• KDYL-KTVT (TV) Salt Lake City, Utah: Sold by Time Inc. to Columbia Pictures Corp. for $3.1 million (see page 57).

• KZEY Tyler, Tex.: Sold by R. Thomas Gibson and Edward E. McLemore to Leon S. Walton for $135,000. Mr. Walton owns KOPY Alice, Tex. Sale was negotiated by Patt McDonald, Austin, Tex. KZEY operates on 690 kc with 250 w, daytime.

• KGLA (FM) Los Angeles, Calif.: Sold by Echo Park Evangelistic Assn. to Edward Jacobson, president, Certified Store Broadcasting Co.; for over $125,000. Wilt Gunzendorfer & Assoc., Los Angeles, was the broker. KGLA will be key station in the west for Certified Store Broadcasting, operator of Storecasting and Tune Time in Los Angeles and Chicago. Mr. Jacobson recently purchased KDWD (FM) San Diego, subject to FCC approval, and he plans to initiate fm storecasting service there as well (BROADCASTING, June 8). KGLA is on 103.5 mc with 13 kw ERP.

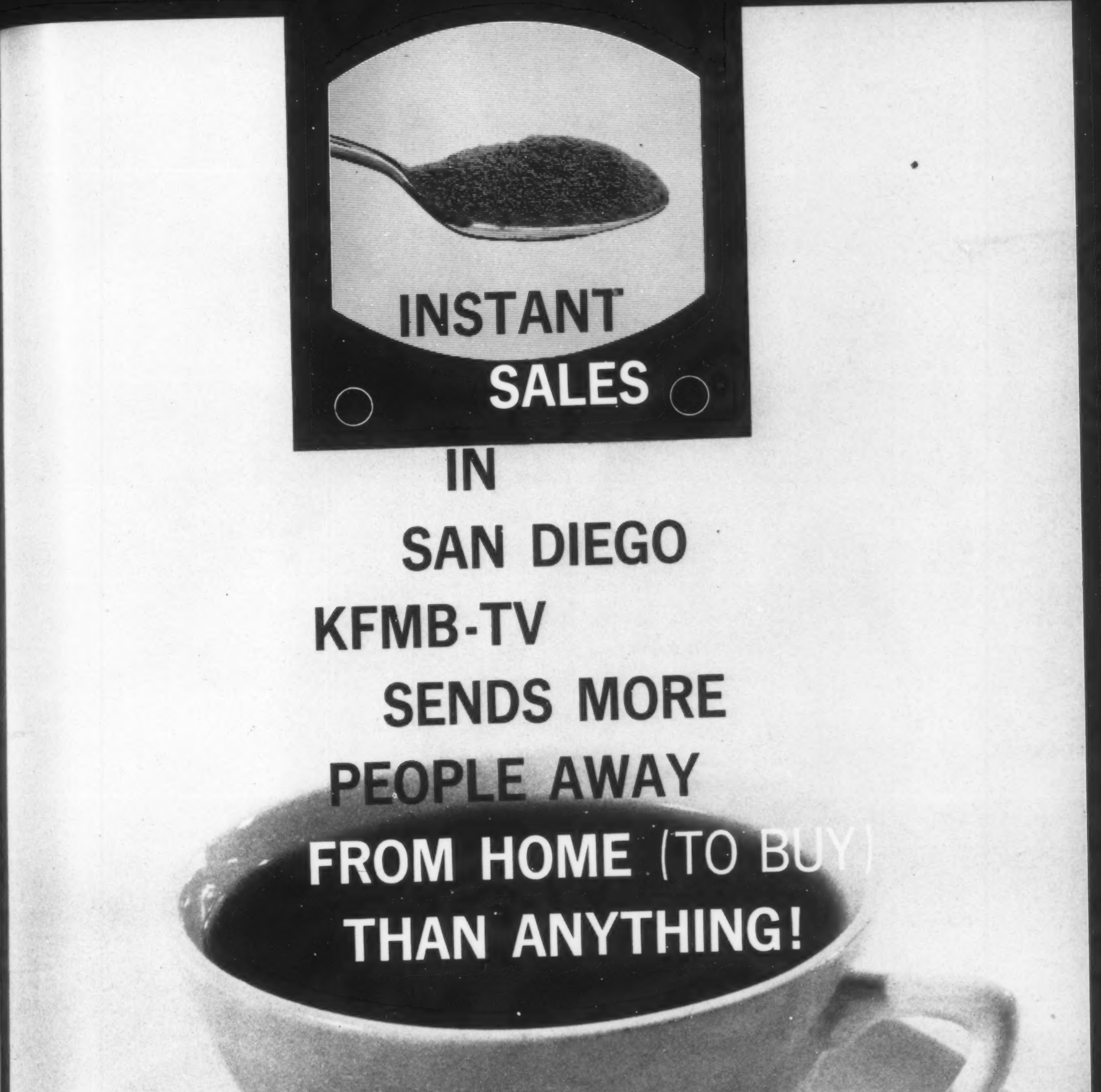
• WAGC Chattanooga, Tenn.: Sold by Prentiss E. Furlow, John Beard and Cecil K. Beaver to C.R. Rader and George Patten for $65,000. Messrs. Rader and Patten own WBML Macon, Ga. Broker was Blackburn & Co. WAGC is 250 w on 1450 kc.

• WWSR St. Albans, Vt.: Sold by Vermont Radio Corp. (Lloyd Squier, owner of WDEC Waterbury, Vt., principal stockholder), to Robert I. Kimel and Bessie Grad of Haverhill, Mass., for $45,000. Mr. Kimel formerly was manager of WHAV Haverhill, now runs advertising agency there. Mrs. Grad is housewife. WWSR operates on 1420 kc with 1 kw day. Broker: Paul H. Chapman Co.

• WOVE Welch, W.Va.: Sold by C. Elvin Feltner Jr. and associates to South C. Bevins for $27,500. Mr. Bevins owns WMLF Pineville, Ky. Transaction was handled by Paul H. Chapman Co., Atlanta. WOVE operates on 1340 kc with 250 w.

APPROVED • *The following transfers of station interests were approved by the FCC last week (for other Commission activities see* FOR THE RECORD, *page 87).*

• KOSI Aurora-Denver, Colo.: Sold to Armstrong Properties Inc. (William L. and Dorothy Armstrong, each 30%, and son, W.L. Armstrong, former as-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SALES
IN
SAN DIEGO
KFMB-TV
SENDS MORE
PEOPLE AWAY
FROM HOME (TO BUY)
THAN ANYTHING!
KFMB 8 CBS TV SAN DIEGO
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F. & M. SCHAEFER BREWING CO.
through Batten, Barton, Durstine & Osborn / 9 markets / Northeast.

DREWRYS LIMITED
through MacFarland, Aveyard & Company / 15 markets / Midwest.

STANDARD OIL COMPANY OF TEXAS
through White & Shuford / 11 markets / Texas and New Mexico.

CROSLEY BROADCASTING CORP.
WLW-T, Cincinnati; WLW-A, Atlanta; WLW-C, Columbus; WLW-D, Dayton; WLW-I, Indianapolis.

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The phrase—"a wheel within a wheel" best describes the exclusive design of the new Gates CB-500 turntable.

The drive is against a solid inner hub, away from the usable playing surface of the platter. Any vibration or rumble is pushing against the center bearing instead of pulling away, such as in outer rim turntables.

As a result, rumble has been reduced so remarkably that production line turntables now exceed earlier laboratory standards.

You, as a broadcaster, realize the importance of this emphasis on true low rumble. Both stereo and improved standard monaural LP recordings are quick to accent the rumble or noise factor—which has created new and exacting demands of transcription turntables. The Gates CB-500 is offered to meet these demands and to greatly improve the reproduction qualities of every on-air recording.

You will want to know more about this exciting new turntable. Write today for Bulletin 108-B, which provides test comparisons of leading friction drive turntables and describes each outstanding feature of the new Gates CB-500

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sistant to vice president of WIL St. Louis, 40%) by David M. Segal, Floyd Bell and Edward M. Guss for $371,800. KOSI is on 1430 kc with 5 kw day, 500 w night directional.

- WHHM Memphis, Tenn.: Sold to Thomas W. Shipp by Cy Blumenthal for $200,000. Mr. Blumenthal owns WARL-AM-FM Arlington (Washington, D.C.), WCMS Norfolk, both Virginia; KCKN Kansas City, Kan.; WABB Mobile, Ala. and minority interest in WROV Roanoke, Va. WHHM is ABC affiliate on 1340 kc with 250 w.

- WKHM Jackson, Mich.: Two-thirds interest in Jackson Broadcasting & Television Corp. sold to Frederick A. Knorr, present one-third owner, by Harvey R. Hansen and William H. McCoy for $150,000. Mr. Knorr has interests in WKMH-AM-FM Dearborn, WKMF Flint, WSAM-AM-FM Saginaw, and WELL Battle Creek, all Michigan. WKHM is Mutual affiliate on 970 with 1 kw, directional night and day.

Columbia moving in • Completing the $3.1 million-plus sale of KDYL-AM-FM and KTVT (TV) Salt Lake City (AT DEADLINE, July 27) are Weston C. Pullen Jr. (l), Time Inc. vice president in charge of broadcasting operations, and Abraham Schneider, president of Columbia Pictures Corp. Mr. Schneider, whose company also runs Screen Gems Inc., tv film-making subsidiary, said that this marked the first step in Columbia's move to acquire the maximum number of tv stations. The transaction was negotiated by Mr. Pullen and Norman Louvau, Columbia Pictures station operations general manager. Time Inc. bought the Salt Lake City stations, with G. Bennett Larson owning 20%, in 1953 for $2.1 million.

- KMBY Monterey, Calif.: Sold to John L. Burroughs, Chicago manufacturer by B.P. Timothy for $130,000. KMBY is on 1240 kc with 250 w.

- WGGO Salamanca, N.Y.: Sold to Jamestown Broadcasting Co. (Si Goldman) by Alfred B. Smith (majority owner of WCBC Anderson, Ind.) for $40,750. Jamestown Broadcasting Co. owns WJTN-AM-FM Jamestown and WDOE Dunkirk, both New York. WGGO is on 1590 kc with 1 kw, day.

Traffic jam danger NAB campaign target

NAB is enlisting station cooperation in a campaign to prevent traffic jams at the scenes of accidents, disasters, airline crashes and other emergencies.

President Harold E. Fellows wrote E.R. Quesada, Federal Aviation Agency administrator, last Wednesday (July 29) that broadcasters have been asked to request the public to stay away from these areas and to cooperate with public authorities. Mr. Fellows acted after a conference with Mr. Quesada at which the recent landing of a crippled jet airliner at Idlewild Airport, New York, was discussed.

"Neither of us contemplates any type of activity which would involve any form of censorship," Mr. Fellows said, "but we both recognize the tremendous impact of radio and tv news because the media often report events while they actually are occurring. Time and time again this immediacy has saved lives in disasters."

Regional etv network

Prospects for a regional educational television network in the upper Midwest will be studied as the result of a $30,110 grant by the Louis W. and Maud Hill Family Foundation of St. Paul, Minn., to the National Assn. of Educational Broadcasters, Urbana, Ill. Iowa, Minnesota, Nebraska, North Dakota, South Dakota and Wisconsin will be included in the area to be studied under the direction of Dr. John C. Schwarzwalder, general manager, KTCA-TV Minneapolis-St. Paul, and director of NAEB's Region Four.

With five educational tv stations currently in the six-state area and a total of 24 unused vhf and ufh channels reserved for etv, the existence of a network will provide a "stimulus for the establishment of new etv stations," Dr. Schwarzwalder stated. Headquarters for the study, scheduled for completion on March 1, 1960, will be at KTCA-TV studios.

Fm pays in Okla.

Down in Oklahoma City an independent fm operation barely more than a year old has worked its way into the black, thanks to aggressive programming built around sports and music.

KYFM (FM), which exclusively carries Mutual's *Game of the Day* in the area, also regularly serves as originating station for state sport features to other radio outlets. This includes the basketball schedule of Oklahoma City U., one of the nation's top teams.

The music side of programming ranges from hi-fidelity offerings to a policy that excludes vocals from daytime music programs. Two recent boosts for KYFM's position came when Gov. J. Howard Edmondson officially proclaimed last May as "Tribute to KYFM Month," and when a listener reaction of 1,000 cards and letters prompted the station to extend its weekday schedule to 17 hours daily.

Station Manager Ed Nall points out that KYFM is absolutely an independent enterprise. "We are not affiliated with any other radio station, publishing house or other business. We are strictly in broadcasting, and on our own."

Court tv techniques

Modern techniques in covering court trials will be demonstrated Oct. 16 in New Orleans at a workshop to be conducted during the convention of Radio-Television News Directors Assn.

A mock trial to be held in Civil Court of Louisiana will be telecast under direction of Bill Monroe, WDSU-TV New Orleans cameraman, according to Bill Small, WHAS-TV Louisville, RTNDA tv vice president.

The workshop will include talks by Reuven Frank, producer of NBC's *Huntley-Brinkley News;* Jim Bennett, KLZ-TV Denver news director, and Marlowe Froke, journalism faculty member at Penn State U. Mr. Froke recently conducted a survey showing the scope of news directors' activities and attitudes, with the university and RTNDA as sponsors.

Also set for Oct. 15 is a radio workshop set up by Nick Basso, WSAZ Huntington, W. Va. and RTNDA vice president-radio. Among speakers are John Secondari, ABC Washington news chief; Dave Muhlstein, KLIF Dallas, dealing with the RTNDA board's recent views on use of gimmicks in newscasts, and Norman Brewer, WMPS Memphis, discussing use of mobile units in independent radio operations.

MBS signs 4 stations

The signing of KOBY San Francisco KITO San Bernardino, Calif., and KICO El Centro, Calif., as Mutual affiliates was announced last week by Robert F. Hurleigh, MBS president. These additions bring to 22 the number of independent stations that have joined Mutual in the past five months, Mr. Hurleigh said.

WOHO Toledo, Ohio, also has affiliated with Mutual, it was announced earlier.

• Media reports

• Taft Broadcasting Co. (WKRC-AM-FM-TV Cincinnati and WTVN-AM-FM-TV Columbus, both Ohio; WBRC-AM-FM-TV Birmingham, Ala.; WBIR-AM-FM-TV Knoxville, Tenn. (30%), and WKYT (TV) Lexington, Ky.), had a $395,324 net income for its first fiscal quarter ended June 30. This is a 32% increase (27 cents a share) over the similar 1958 period. Net sales increase is 16% ($2,510,556) over last year's first quarter.

• KQDE Renton (Seattle), Wash., last Saturday (Aug. 1) revised its rate card to show a single rate covering both national and local business. Announcement was made by Wally Nelskog, northwest station owner, whose properties include KQDE.

• WMT-AM-TV Cedar Rapids, Iowa, have named Jack Dallas, agricultural journalism student, Iowa State U., winner of their 1959 farm scholarship award worth $1,000. The winner also works during the summer at WMT, then serves as WMT's university farm correspondent the following year.

• Educational WGTS-FM Takoma Park, Md., and the Washington Academy of Radio & Television Broadcasting on July 27 started sharing programming of the station. Students of the academy and the Washington Missionary College (station's owner) will produce and broadcast shows from the academy's studios at 1322 18th St. N.W., Washington.

• Hal Phillips & Assoc., public relations firm, has moved its L.A. office to 8721 Beverly Blvd. The new phone number is Oleander 5-8551. Doris Jenkins Vanzler, formerly with Fawcett Publications, N.Y., has joined Phillips' L.A. staff. June Schiek, former publicity director of Chicago's Merchandise Mart, has joined the Phillips office in that city.

• Rep appointments

• KSAN San Francisco appoints Bob Dore Assoc., N.Y.

• KCRG Cedar Rapids, Iowa, appoints the Branham Co.

• WPAR Parkersburg and WBOY Clarksburg, both West Virginia, name Walker-Rawalt Co.

• KWBR Oakland, Calif., appoints Bernard Howard & Co., N.Y., for New York, Chicago and Atlanta. B-N-B Inc. Time Sales will represent the station in Los Angeles.

• KITE San Antonio, Tex.; WTCR Ashland, Ky.; KXYZ Houston, and KRIG Odessa, Tex., name Clarke Brown Co., Dallas.

• KZIX Fort Collins, Colo., names B-N-B Time Sales as West Coast representative.

• B-N-B Inc. Time Sales has been appointed as the Los Angeles-San Francisco representative of KBVM Lancaster, Calif.

• KSAR and KSBK Naha, Okinawa, name Intercontinental Services Ltd., N.Y., for U.S. and Canada. KSAR broadcasts in Japanese, KSBK in English. Both stations are commercial.

• WFEA Manchester, N.H., appoints Paul H. Raymer Co., N.Y.

Public service pool

Between 500 and 600 readers of *Harper's* magazine have endorsed a proposal that radio-tv stations be required to contribute to a kitty to finance public service programs that they would have to carry in prime time.

That was the report last week from the office of Editor John Fischer, who advanced the proposal in his "Editor's Easy Chair" column in *Harper's* July issue. Reporting a little more than a month after the column appeared, aides said the mail reaction contained only two negative responses one was from a woman who said her father was a station manager.

They said the mail would be turned over to Sen. A. S. (Mike) Monroney (D-Okla.). Without identifying the legislator, Mr. Fischer's column had said that comments on the proposal would be given to "a member of Congress who is interested in the possibility of doing something about it." (Sen. Monroney, a member of the Senate Commerce Committee and its Communications Subcommittee, has been vocal in his criticism of tv programming and rating services and the lack of public service programming by the networks.)

Proposal Explained • Mr. Fischer's proposal was that each radio and tv station contribute "a modest percentage"—10 or 15%—of annual earnings. The money would go to a National Broadcasting Authority, "a public body chartered by Congress but carefully insulated from politics," which would oversee production of special service programming. At the outset, NBA might undertake six hour-long programs a week—three for tv and three for radio.

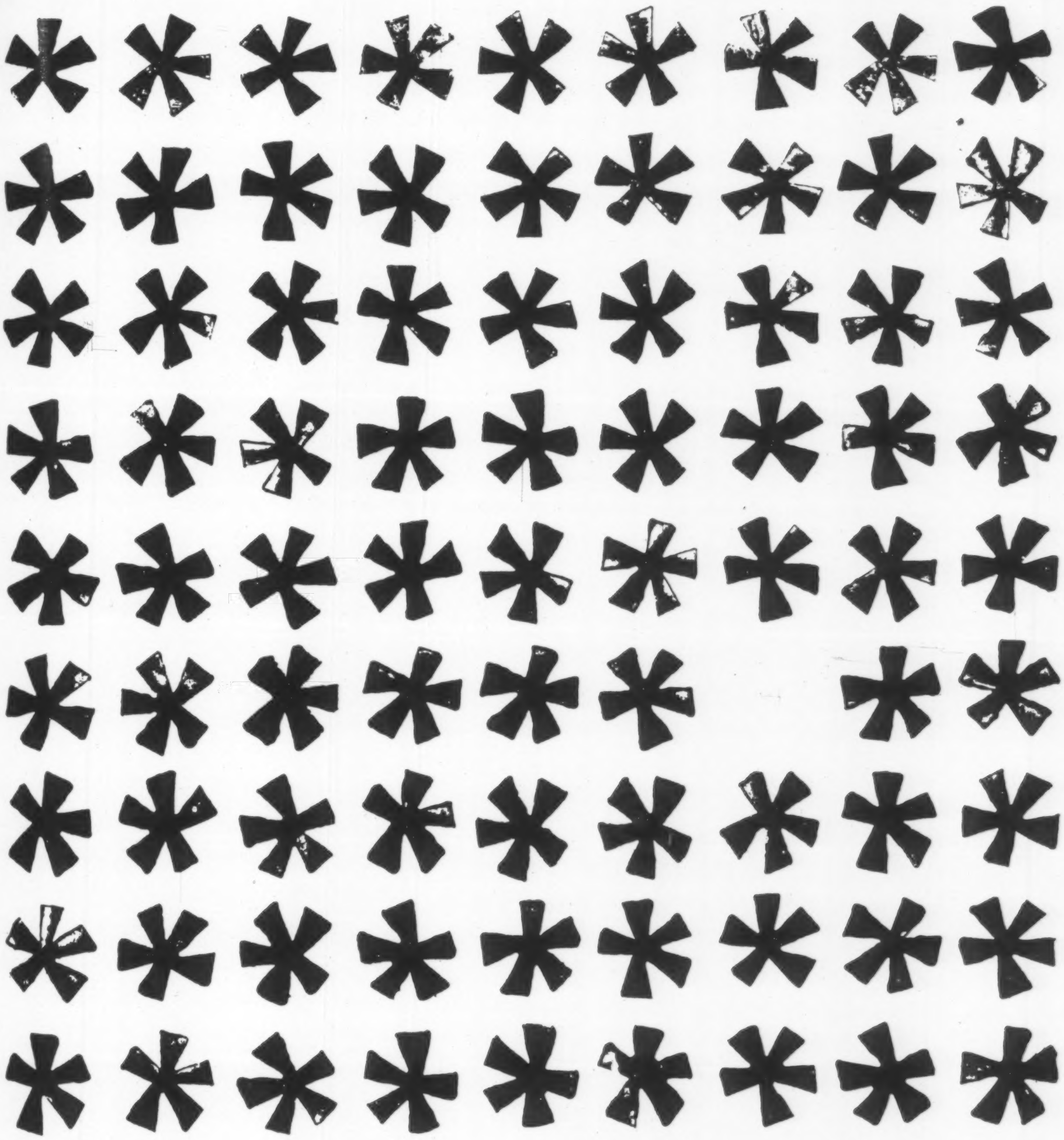
"Each program would have to be carried by one of the major networks and all of its affiliated stations, in prime evening time," Mr. Fischer said in his proposal. "Monday's program, for example, might be assigned to NBC, Wednesday's to CBS and Friday's to ABC. . . . Unaffiliated stations might be required to devote an equal amount of time to showing the Authority's kinescopes. Thus the viewer would have genuine freedom of choice. . . ."

Mr. Fischer apparently sees this system as a replacement for all other public-service programming. In his column he said: "This system would cost the broadcasters far less than you might think. For the networks and the few conscientious local stations would be relieved of the painful and expensive duty of producing public service programming. And those stations which now evade this duty would be forced to bear their fair share of the Authority's cost.

"All broadcasters could then go merrily about their primary business of selling advertising—undistracted by the present conflict between their duty to their stockholders and their duty to the public service. . . ."

In Mr. Fischer's plan the actual production would be under an NBA program manager, "an experienced broadcasting executive" working within general policy directives laid down by NBA.

Mr. Fischer mentioned CBS Newscaster Edward R. Murrow as the type he had in mind for the program manager's job.



Radio Station

WHIM

Providence, R. I.

announces the appointment of

PETERS, GRIFFIN, WOODWARD, INC.

as National Representatives

effective August 1, 1959

WHIM / *owned and operated by BUCKLEY-JAEGER BROADCASTING CORPORATION*

"MAXIMUM POWER"
"MAXIMUM TOWER"
Spirit of St. Louis 'a la card

KTVI's tower rises 1649 feet above sea level— the maximum height permitted in the St. Louis area. New maximum power transmitter (100 kilowatts Video) is housed in a completely new moder building.

KTVI

abc

CHANNEL 2 ST. LOUIS

Represented nationally by

BLAIR-TV

buy St. Louis à la card*

NATIONAL REPRESENTATIVES
BLAIR-TV
KTVI
CHANNEL 2
RATE CARD NO. 6

***KTVI RATE CARD...**
*your lowest cost per thousand
TV buy in St. Louis*

POLITICAL GAG ON THE WAY OUT

Sec. 315 newscast relief passed by Senate; now it's up to House

Relief from the legislative gag on political broadcasts reached the two-thirds mark at the weekend.

The U.S. Senate voted an amendment to Sec. 315 of the Communications Act. This action would remove the tougher restrictions on newscasts, except for panel programs.

Last March President Eisenhower had demanded a change in the law to prevent the "ridiculous" situations created by the equal-time language that forces broadcasters to give time to splinter and crackpot candidates (BROADCASTING, March 23).

Now the House is preparing to debate legislation roughly similar to the Senate bill (see texts page 63).

If the House leadership wants to grant Sec. 315 relief, a bill acceptable to both the Senate and President is conceivable. There are signs of opposition to such House action, however, with possibility that Congress will adjourn without any legislation on the subject.

FCC, long a target of criticism because of its narrow and legalistic approach to the Sec. 315 dilemma, relaxed somewhat last week by issuing an order that: (1) Requires a squawking candidate wanting equal time to file his plea a week after a broadcast (2) Puts the burden of proof on the candidate (story page 64).

The FCC action, incidentally, removes a basic political problem by freeing stations from a mandatory equal-time grant to a candidate who becomes qualified more than one week after a broadcast by a qualified candidate for the same office.

The Two Changes • The Senate in its action last Tuesday (July 28), approved the exemption of certain news shows from Sec. 315 by a voice vote. The action came after 2½ hours of debate during which two amendments were adopted and a third was rejected.

From 30-40 senators were on the floor during consideration of the bill, S 2424, and entered actively into the debate. Amendments approved (1) deleted the words "or panel discussions" from the equal time-covered shows, sponsored by Sen. Clair Engle (D-Calif.), and (2) added a phrase stating that "all sides of public controversies shall be given as fair an opportunity to be heard as is practically possible," introduced by Sen. William Proxmire (D-Wis.).

Sen. John Pastore (D-R.I.), chairman of the Senate Commerce Communications Subcommittee and floor manager of the bill, accepted these two amendments (with reservations as to Sen. Proxmire's) but outspokenly denounced a defeated proposal by Sen. Russell Long (D-La.) limiting the life of the bill to June 30, 1960.

Under S 2424 as passed, appearance of legally qualified candidates on newscasts, news interviews, news documentaries and on-the-spot news coverage would be exempt from demands for equal time. "If the members of the Senate read the bill very carefully and take into account the existing law . . . I believe they will agree with me that we have presented a measure which comes pretty close to being the best that can be presented under the circumstances," Sen. Pastore said.

Panels Not Popular • Several senators spoke against inclusion of a panel discussion exemption in the bill while the two New York Republicans (Sens. Jacob Javits and Kenneth Keating) raised the only voices against the Engle proposal. Sen. Engle said that Congress has had "something like 32 years experience with the law and we have had no trouble with it at all. It was not until February of this year, when the FCC issued its stupid, silly decision in the Lar Daly case that we were confronted with any trouble."

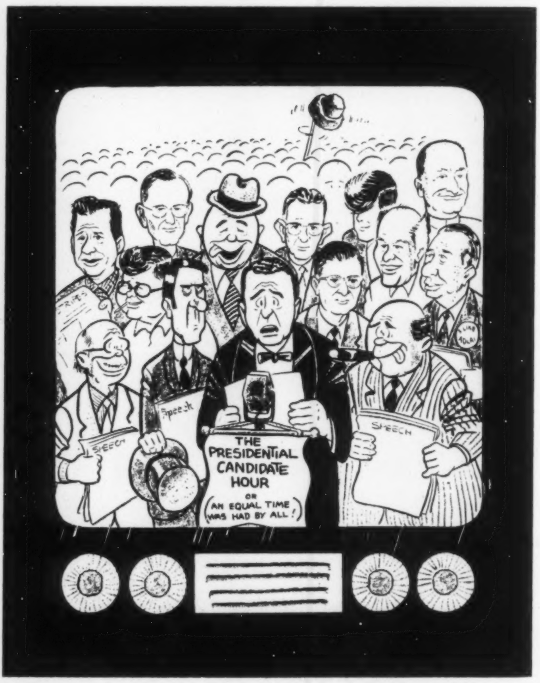
He said—and every senator who spoke during the debate agreed—that the FCC interpretation of Sec. 315 must be reversed. "But the bill does more than reverse the decision and that is why I complain about it," Sen. Engle said.

Sen. Javits maintained panel shows should be included in the exemption. "Let us not be wearing blinkers in terms of problems we face in daily decisions, but let us realize the broad public interest which is inherent in panel discussions," he said.

Last Thursday, Sen. Engle said that his amendment would prevent such shows as *Face the Nation* and *Meet The Press* from claiming Sec. 315 exemption. But this view was disputed by several others. One senator, who asked to remain unnamed, stated: "If those shows are not news interviews, as exempted in the bill, I would like to know what they are."

Sen. Proxmire said that his amendment in no way infringes upon spelled out exceptions in S 2424 but merely makes it a written law that all sides must be given a fair opportunity to be heard. He maintained it also would afford protection for substantial minor party candidates.

'Surplusage' • Sen. Pastore termed the Proxmire amendment "surplusage" because of Sec. 2 of the bill (see separate story) and the same provisions are spelled out in the committee report


SPEECH
Speech
SPEECH
I LIKE ADLAI
THE PRESIDENTIAL CANDIDATE HOUR OR (AN EQUAL TIME WAS HAD BY ALL!)

"The following program is brought to you by courtesy of the FCC!"

William Sanders in the "Greensboro (N.C.) Daily News"

How House and Senate semantics vary

Different language with a generally similar objective marks the Sec. 315 relief bill passed last week by the Senate (S 2424) and the bill reported to the House by its Commerce Committee (HR 7985).

Text of Sec. 315 as amended by the Senate follows (amended language in boldface type):

(a) If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station: Provided, That such licensee shall have no power of *censorship over the material broadcast under the provisions of this section. No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate.

Appearance by a legally qualified candidate on any newscast, news interview, news documentary, on-the-spot coverage of news events shall not be deemed to be use of a broadcasting station within the meaning of this subsection, but nothing in this sentence shall be construed as changing the basic intent of Congress with respect to the provisions of this Act, which recognizes that television and radio frequencies are in the public domain, that the license to operate in such frequencies requires operation in the public interest, and that in newscasts, news interviews, news documentaries, on-the-spot coverage of news events, all sides of public controversies shall be given as fair an opportunity to be heard as is practically possible.

(b) The charges made for the use of any broadcasting station for any of the purposes set forth in this section shall not exceed the charges made for comparable use of such station for other purposes.

(c) The Commission shall prescribe appropriate rules and regulations to carry out the provisions of this section.

* * * *

The House bill would add this language to paragraph (a) instead of the above Senate amendment:

Appearance by a legally qualified candidate on any bona fide newscast (including news interviews) or any on-the-spot coverage of news events (including but not limited to political conventions and activities incidental thereto) where the appearance of a candidate on such newscast, interview, or in connection with such coverage is incidental to the presentation of news, shall not be deemed to be use of a broadcasting station within the meaning of this subsection.

In addition to the language amending Sec. 315, the House bill contained a section (2) calling for a review of the political problem. The additional language in the House-pending bill follows:

(a) The Congress declares its intention to reexamine the amendment to Sec. 315 (a) of the Communications Act of 1934 made by the first section of this Act, at or before the end of the three-year period beginning on the date of the enactment of this Act, to ascertain whether the remedy provided by such amendment has proved to be effective and practicable.

(b) To assist the Congress in making the reexamination of the amendment made by the first section of this Act, the FCC shall make a report to the Congress, within 15 days after the close of the year beginning on the date of the enactment of this Act and within 15 days after the close of each of the following two years, setting forth (1) the information and data used by it in determining questions arising from or connected with such amendments, and (2) such recommendations as it deems necessary to protect the public interest and to assure equal treatment of all legally qualified candidates for public office under Sec. 315 of the Communication Act of 1934.

***An interpretation of Sec. 315 by the U.S. Supreme Court holds that broadcasters are immune from libel actions arising from appearances of political candidates [BROADCASTING, July 6]. The court held this freedom from libel is implied under the law's ban on broadcast censorship of candidates' remarks. The decision was reached in the North Dakota case involving a libel suit centering around remarks made on WDAY-TV Fargo, by A.C. Townley, an independent candidate. [Footnote supplied by BROADCASTING]**

(BROADCASTING, July 27). "But if it will make the senator happy to have the language in the bill," Sen. Pastore said, "I will accept the amendment and take it to conference [with the House]."

Sen. Vance Hartke (D-Ind.), prime mover of a Sec. 315 amendment in the Senate, said the Proxmire amendment does not deal with the subject matter of S 2424 and in no way clarifies it. "In my opinion, it serves only to confuse the issue even further . . . " he said.

The current Louisiana governor's campaign was often referred to by Sen. Long in arguments for a one-year restriction on the bill. So often, in fact, that Sen. Pastore remarked at one point: "I hope we do not write a law for the sake of Louisiana only. I do not regard Louisiana as the only basis for determining what is a wise law and what is a foolish law."

Sen. Long said S 2424 as drafted gives ". . . a wide-open power and right to discriminate on the part of the television station . . . and provides a wide-open right to a station, without any disqualifications whatsoever, if it desires to do so, to devote its news programs exclusively to one candidate. . . ." He maintained the governor's race in his home state would provide ample opportunity to test the law and, unless his amendment is adopted, it would be impossible to change it next year in the face of network opposition.

Time not Wasted • Sen. Pastore told his colleagues that Sec. 315 might as well be left untouched if the Long amendment is added. "I will tell the senators quite frankly that what is being actually proposed is to vitiate the entire bill," Sen. Pastore stated. "The senator [Long] is actually saying that we have wasted our time in committee."

Mentioned frequently by various senators during the debate were CBS' cancellation of Sen. Hubert Humphrey's scheduled appearance on *Face the Nation* (BROADCASTING, July 27); Vice President Richard Nixon's trip to Russia; CBS special program eight days ago on Sec. 315 (see page 64), broadcast editorials, with recommendations that stations do more; legally qualified candidates, and personal radio-tv campaign experiences of the various senators.

Sen. Warren Magnuson (D-Wash.), chairman of the Commerce Committee, said that group must make an attempt in the future to define a legally qualified candidate because FCC has never met the question with a uniform ruling. He also warned the committee

SENATOR ENGLE
Excludes panel discussions

SENATOR PROXMIRE
Wants all sides aired

would "jack up" stations for more public service programming.

Senate passage of the equal time bill came after five days of public hearings in June. The House Commerce Committee has approved a similar measure (HR 7985) which is expected to be formally reported to the floor this week. It will have to be cleared by the Rules Committee before action can be taken, however.

CBS Inc. President Frank Stanton wired affiliates that the Senate-passed bill would afford radio-tv "a greater opportunity to serve the public during political campaigns," although he expressed disappointment that panel discussions were not exempted. He said the House version "is much more restrictive on broadcaster's ability to cover political candidates and it is our hope that the final version that may be agreed upon by both houses would parallel the Senate version."

CBS EDITORIAL

'Equal time' granted to Sec. 315 supporters

CBS President Frank Stanton went on the air last week to plead the importance of revising Sec. 315 and thereby lifting the "blackout" it imposes on political campaign coverage. His four-minute editorial and the half-hour special program in which it was featured were to be "answered" yesterday (Aug. 2) by three supoprters of Sec. 315.

Dr. Stanton appeared on *Behind the News: Sec. 315* on CBS-TV July 26 at 6-6:30 p.m. (EDT), with the audio portion repeated later in the week on CBS Radio. The answering half-hour was slated on CBS-TV yesterday at 7:30-8 p.m. (EDT) and also was slated for radio network repeat. Participants were to be Dr. Daniel M. Berman, assistant professor of political science at Washington College, Chestertown, Md.; Timothy Costello, assistant secretary of the Liberal Party of New York State, and Eric Hass, editor of a Socialist Labor Party organ.

Two CBS newsmen also were to take part: Harry Reasoner as host, and Ron Cochran to bring viewers up to date on Sec. 315 development.

Dr. Stanton stressed the importance of the 1960 Presidential and Congressional elections—and of television in acquainting voters with the issues and personalities.

Among the requests for time in which

FCC 'amends' Sec. 315

The FCC last week decided finally to lay down a few guidelines on Sec. 315—particularly before the 1960 political campaign begins.

By order, the Commission amended its political broadcast rules to—

- Require that a request for equal opportunities on a broadcast station under Sec. 315 must be submitted to the licensee within one week of the day on which the prior use occurred.
- The burden of proving his *bona fides* or that of his opponent shall be on the candidate requesting equal opportunities of a licensee, or complaining of alleged non-compliance to the FCC. This means that where a candidate seeks equal time, he must not only prove his legitimacy as a candidate, but that of his opponent for the same office.

The Commission said it was making these changes so candidates for public office and station operators "may be more fully informed of their rights and obligations under Sec. 315 . . . and to insure the orderly and expeditious disposition of requests submitted to the broadcast stations and to the Commission . . ."

Under present practice, a candidate could ask for equal time at any time. If he did not announce his candidacy until late in the race, he sometimes could seek (and get) many hours to equal the time used by his opponent in the weeks and months before he announced.

Also up to now, the investigation as to the *bona fides* of candidates has been carried out by the station or the FCC. The new rule will now require that the petitioner prove that he and his opponent are legitimate candidates and that he is entitled to an equal amount of broadcast time.

The rules, which become effective Aug. 10, have been under consideration for some time, it is understood, and represent an attempt by the FCC to channel the Sec. 315 intent into methods that will be fair and equitable for both broadcasters and candidates.

Other regulations are under consideration, it is believed, including a particularly thorny one involving a cutoff date for some of the major national offices. The problem is that some candidates are avowed candidates years before a nominating convention or a filing for the office. Under the present interpretations of Sec. 315 claims for equal time can be made by other avowed candidates —invoking the provisions of Sec. 315 for several years before election year.

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But Will They Get It In

Des Moines?

. . . (With apologies to Stanley Flink, author of the popular new book of the same name)

They will get it in Des Moines if your selling message is on KRNT-TV, the one television station with nearly all of the dominant local personalties. This is the station which gives your advertising the warm, personal endorsement that is so believable, so memorable, so effective! KRNT-TV has TEN daily live-emceed local programs, five of which serve advertisers on a participating basis.

To make certain you're not missing important profits which can be yours quickly and easily through frequent use of KRNT-TV pre-selling, call your Katz man for availabilities on this station — now!

GET THIS ABOUT DES MOINES:

- ★ 49% of Des Moines families consist of 4 or more persons (a lot of people to sell to!)
- ★ 48% of Des Moines' population is between the ages of 21 and 39 (this is the age of acquisition!)
- ★ 50% of Des Moines heads-of-households earn $5,000 or more annually (a lot of money to spend!)

KRNT CBS TV

LIVE TELEVISION IN DES MOINES

VARIETY THEATER WITH BILL RILEY
10

"Variety Theater"

Emceed by one of the middlewest's most popular people, Bill Riley, Variety Theatre is just one of the three daily KRNT-TV programs that are going to the Iowa State Fair, attended by half a million people each year. Now playing is a sensational showbill opening with The Little Rascals . . . followed by Our Miss Brooks, and headlining Amos 'n Andy! Hundreds of people will attend every performance of KRNT-TV programs at the fair . . . providing unusual opportunities for actual demonstrations and sampling.
Variety Theatre is one of the most important entertainment events in Des Moines from 4:00 to 5:15 P.M. Daily

4:00 to 5:00 p.m. Daily

Represented by The Katz Agency

to reply to Dr. Stanton's editorial was one from Lar Daly, perennial candidate and "equal-time" claimant. His request was denied by CBS-TV on the ground that participants in the reply program already had been chosen. The FCC was asked by Mr. Daly to order CBS to give him a chance to reply. Mr. Daly also asked NBC, CBS and ABC for equivalent time to that given Vice President Nixon in the newscast covering the Nixon-Khrushchev debate. CBS authorities said they rejected this request because Mr. Daly had not shown himself to be a qualified candidate for the Republican Presidential nomination.

In other Sec. 315 developments WMCA New York offered time to Sen. Hubert Humphrey (D-Minn.), dropped from a CBS-TV program after supporters announced his candidacy for the Democratic Presidential nomination (BROADCASTING, July 20) and to other Presidential aspirants, and Sen. Alexander Wiley (R-Wis.) introduced in the *Congressional Record* appendix communications from broadcasters asking for Sec. 315 relief. These were from George Comte, WTMJ-AM-TV Milwaukee; Howard Dahl, WKBH-WKBT (TV) La Crosse, Wis.; James T. Butler, WISN Milwaukee, and others.

TV OPTION TIME
Proposed reduction opposed by networks

Early comments by ABC and by separate ABC-TV and CBS-TV affiliates' groups opposed the FCC's rulemaking proposals to reduce network tv option time from 3 to 2½ hours but (excepting ABC) generally endorsed related FCC proposals. Station Representatives Assn. approved most of the FCC proposals, said it would go along with Commission judgment on the option time reduction and resubmitted its "Station Reserved Time" plan. Deadline for comments is today (Aug. 3). All were filed last week except ABC's, due to be submitted today.

ABC said reduction of option hours would "seriously erode" the financial base of network operations and reduce ABC's ability to compete because of the "continuing scarcity of comparable tv facilities in many major markets." It would benefit independent stations in limited markets and increase prime time available to film syndicators, national spot representatives and certain advertisers, ABC said, but would lower program quality as networks' economic bases were narrowed, reduce sustaining and public service time for the same reason, cut down prime time for network sponsorship and reduce network funds available for developing new programs. ABC said it would be operating at a loss if option time is cut.

Other Contentions • ABC said "straddle" programs should be considered as entirely outside of option time; that if the FCC wants to lengthen the period of notice a network must give a station to exercise its option time rights the period should be an exact number of days, not exceeding 90; that affiliates should have the right to substitute another program for a network program if it is a bona fide one in the public interest. No action should be taken on changing radio network option time without a study of "present day" radio networking. ABC said.

Warns of Repercussions • The Select Committee of the Affiliates of the ABC-TV Network said reduction of option time "could well lead" to erosion of network service and thus weaken affiliates in their ability to serve their communities. The group "tentatively" supports the proposal to consider "straddle" programs entirely within option time if option time as at present is not reduced. It supports the proposal

A BOWLING BALL
RUNS UP
RATINGS
LOCAL AND LIVE

to change the required notice a network must give to exercise option time from 56 days to 4-17 weeks. It supports proposed rights of the affiliate to reject certain network programs and to replace a network program with one it considers to be of greater local or national importance.

The CBS Tv Affiliates Special Committee opposed reduction of option time, but supported all the other FCC proposals, not commenting on network radio option time. Reduction of option time one half-hour would "seriously threaten" successful network operations, have a consequent adverse impact on affiliates, reduce the amount of high-quality programming available and thus be contrary to the public interest, the group said. Since the network could not give the advertiser a "reasonable assurance" of clearance, national advertisers would be disinterested in buying a prime time period, the committee said.

Three Hours 'Fair' • SRA said it does not believe option time should be eliminated and had believed three hours is a "fair accommodation between the needs of licensee responsibility and the health of network operations," but said it would go along with the FCC proposal to reduce option time to 2½ hours. Since the FCC feels networks need to be "protected," SRA believes it should adopt SRA's "Station Reserved Time" plan, which would: In markets of three tv stations or more, provide one hour of station time per day from each time segment for six days a week (consecutive or in two half-hours) during when no commercial network program could be broadcast (except live programs of national importance involving educational, cultural or public affairs, special events or sporting events which, because of their length run over into "station reserved time"). In two-station markets this could be reduced to a half-hour and upon showing effective network competition would not be adversely affected, and in one-station markets reduced to none, SRA said.

Tv's to blame

Rep. Merwin Coad (D-Iowa), and several other congressmen, reported last week that their mail sacks were filled with mail urging labor reforms.

Source of the deluge, they agreed, was an appearance by Robert Kennedy, chief counsel of the Senate Rackets Committee, on the *Jack Paar Show* (NBC-TV) July 22. Mr. Kennedy urged viewers to write their congressmen and the Rep. Coad said, "The people of my district took Mr. Kennedy seriously."

The Iowan said his office staff is not large enough to answer all the mail and wired the radio-tv personality asking for "equal time" to make an oral reply. NBC said late last week that the request had not been received.

Effective lobbying

An effort to remove the sales tax exemption applying to purchase of broadcast equipment has been defeated by the Michigan House. The legislation (HB 636) was deemed discriminatory by Michigan Assn. of Broadcasters, which alerted its membership to the threat.

A delegation of 15 broadcasters went to Lansing July 21 to acquaint legislators, particularly the House Tax Committee, with the impact of the bill on broadcasters. The House voted down the entire bill, including the broadcast provision.

Two new shows bowl over competition! Claster Enterprises, producers of the famous internationally syndicated ROMPER ROOM, announce the immediate availability of two new *LOCAL LIVE* bowling shows—*already market tested!* After two years on the air in test markets, carefully compiled rating and sales data indicate amazing results!

STRIKES 'N SPARES

Adult man and woman team match with local league bowlers—pulled the rating-rug out from under the networks! Topped all network competition in prime time. Client* renewed, *EXTENDED* program through Summer, and *EXPANDED* program to nine major markets! If Strikes 'N Spares is not in *your* city . . . it WILL be. Contact Claster NOW!

PIN BUSTERS

Competitive boy and girl match bowling featuring youngsters from 10 to 17. Sure-fire *LOCAL LIVE* interest. Program consistently dominated time period in two test markets. Mail figures astounding.* Pin Busters is a *market-must!* Contact Claster NOW!

CLASTER ENTERPRISES, INC. 2229 North Charles Street, Baltimore 18, Maryland, Chesapeake 3-3630

Producers of ROMPER ROOM—International, now seen in more than *70 cities.*

**Full facts, figures, sponsor names available on request.*

TOP ALLOCATION BOARD PROPOSED

That's the target of new legislation offered by Oren Harris

Establishment of a super-frequency allocation board is the acknowledged goal of Rep. Oren Harris (D-Ark.), chairman of the powerful House Commerce Committee.

The Arkansas Democrat last week introduced a bill (HR-8426) which would do the following:

- Set up in the Executive Branch a three-man Federal Allocations Board, with complete and unchallenged authority to divide the radio spectrum between government and non-government use. Members to be appointed for nine-year terms, nominated by the President and confirmed by the Senate.
- Establish a Government Frequency Administrator to act for the President in the allocation of government frequencies among military and other federal government users.

The President's power over the radio spectrum in times of war and national emergency and the FCC's authority over non-government assignments would be reaffirmed.

The proposal was the result, the chairman said, of a panel discussion of the subject last June (BROADCASTING, June 15). At that time, leading figures in the government alongside representatives from private industry analyzed the current situation and proposed remedies.

Both members of the FAB and the Government Administrator would receive $20,000 a year. The FAB would also be authorized to hire six senior staff members, and levy additional personnel from other government agencies on a reimbursable basis.

Full Authority • The bill specifically orders all government agencies to furnish the Board with any information it requests.

[For full text of the bill, see FOR THE RECORD, page 93.]

The spectrum, Mr. Harris said in a statement accompanying the introduction of the bill, "is more loosely managed and inefficiently utilized than any other of the great natural resources available to our people."

Mr. Harris referred to the $150,000 appropriated for his committee at the beginning of this Congress for a study of the radio spectrum. He acknowledged that he had not been able to find anyone to head the staff for this investigation because of lack of enthusiasm among experts in the field. He also disclosed that a request for cooperation in such a study to the Executive Branch, including the military, had been unsuccessful.

Referring to the two-day panel study last June, Mr. Harris said that the "overwhelming majority in the discussion expressed the view that a rational government program for spectrum allocation as between the Federal government uses and non-federal government uses was urgently needed. . ."

Spectrum Study Too • The bill authorizes the FAB to institute and continue a study of the uses and needs of the spectrum.

In his statement, Mr. Harris expressed the belief that where frequencies have been used regularly and extensively for the purposes for which they were allocated and large sums have been invested in equipment especially designed for such frequencies, "the Board or the President would not be expected to modify or cancel such allocations, unless such action was determined to be necessary in the interest of national security."

The 13-man panel included FCC Chairman John C. Doerfer, FCC Comr. Robert T. Bartley, NAB President Harold E. Fellows, Assn. of Maximum Service Telecasters Executive Director Lester W. Lindow. Mr. Fellows and Mr. Lindow favored a study of government use of the radio spectrum. Mr. Bartley favored the creation of a Presidential board, while Chairman Doerfer favored the overall approach.

Rep. Harris' bill apparently is designed to substitute for three proposals now pending before the House Commerce Committee. Two of these call for investigations; the third is for the establishment of a National Telecommunications Board in the Office of the President to set national policy as well as oversee the spectrum.

Mr. Harris said that his committee would hold hearings on the new bill. He also declared that he did not contemplate holding hearings on the other bills.

Good start reported in military vhf swap

Progress is being made, but it's going to be a long haul. This is the gist of a report put by the FCC last week on the status of its conversations with the Office of Civilian & Defense Mobilization on a swap of frequencies to add more vhfs to television.

The announcement said that a technical group representing the FCC and member agencies of the Interdepartmental Radio Advisory Committee (IRAC) had reached agreement on terms of reference and had taken the following actions:

- Invited Central Radio Propagation Lab of the National Bureau of Standards to name a representative to participate in its work, and asked that CRPL supply graphical presentations of necessary power and distance for various emissions, data rates, antenna heights and orders of frequency.
- Agreed to deal with the "knottiest problems" first, involving the 50-1,000 mc band. CRPL has been asked for information on this area of spectrum by Aug. 1.
- Agreed to consider in its study of the 50-1,000 mc band the following services: broadcasting, land mobile, aeronautical mobile, maritime mobile, radiopositioning, radionavigation and earth-space.
- Asked government agencies to submit by Aug. 1 present and "foreseeably unfulfilled" frequency requirements in the 50-1,000 mc band. The FCC release pointed out that since it had recently completed taking testimony dealing with the 25-890 mc area, it was in a particularly good position to supply such information for non-government requirements.

The Commission announcement warned, however, that because many members of the technical working group will be participating in the International Radio Conference in Geneva this fall, progress will be delayed "somewhat" during the next several months.

The Commission instituted the swap talks early this year in an endeavor to dig its way out of the uhf-vhf morass. The object of the study is to see whether military users of vhf frequencies can be persuaded to move to other parts of the spectrum in order to open up 25-35 additional vhf channels for television. This would be in exchange for the uhf band, now allocated to tv.

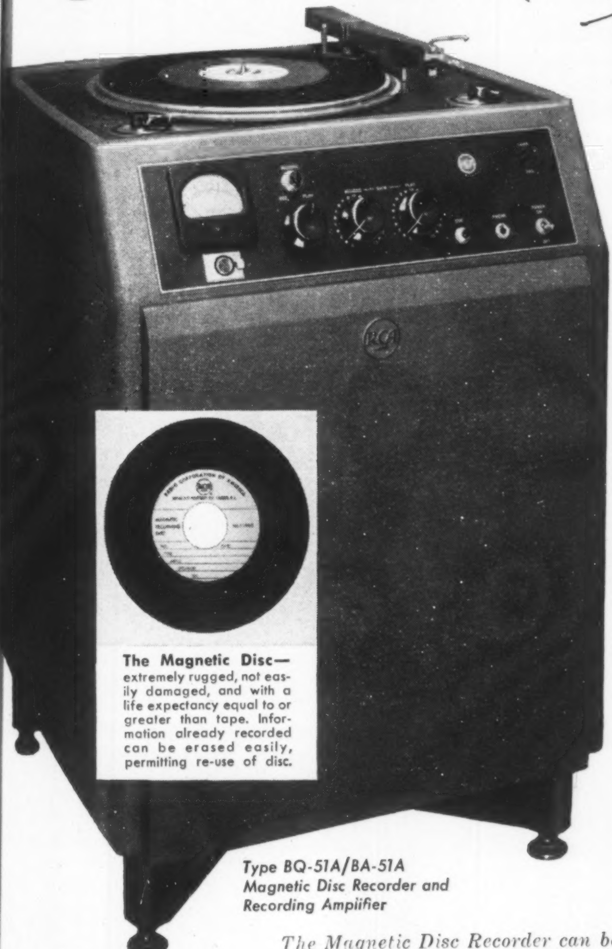
The liaison is under the direction of FCC Comr. Frederick W. Ford.

ASSURING THE MOST FOR YOUR EQUIPMENT DOLLAR

new RCA magnetic disc recorder

combines advantages of tape and disc!

A great new tool for broadcasters . . . makes possible fast recording and playback of commercials and announcements



The Magnetic Disc—extremely rugged, not easily damaged, and with a life expectancy equal to or greater than tape. Information already recorded can be erased easily, permitting re-use of disc.

Type BQ-51A/BA-51A Magnetic Disc Recorder and Recording Amplifier

This new Disc Recorder, a completely self-contained unit, meets the broadcaster's requirements for fast recording and playback of commercials and announcements. Extremely simple in operation, it minimizes the skill required to produce a professional recording. Grooves for recording are molded into the blank disc. No cutting mechanisms, optical devices and heated styli are needed; the same equipment serves for recording and playback. All of the advantages of magnetic tape recording are retained in the magnetic discs, yet winding, splicing, cuing and other tape handling problems are eliminated.

A recording time of 70 seconds is obtained from each side of the magnetic disc, which includes 10 seconds for "cue-in" and "trip-out" cue tones. The magnetic discs are recorded at 33⅓ rpm.

The magnetic head used in the system consists of two C-shaped laminations made of a material that is extremely hard physically, but with very high permeability. A newly designed tone arm which accommodates standard MI-11874-4 (1 mil) and 11874-5 (2.5 mil) pickups also can be handled by means of a plug-in socket arrangement. It can be used for reproducing standard transcriptions and phonograph records up to 12 inches in diameter at 33⅓ or 45 rpm.

Magnetic Recording Head. The magnetic pole pieces which do the recording protrude through the narrow slot (see arrow).

The Magnetic Disc Recorder can be the first of the building blocks in preparing for automatic programming. For complete information on the Disc Recorder and companion units, call your RCA Broadcast Representative or write RCA, Dept. WB-22, Bldg. 15-1, Camden, N. J. In Canada: RCA VICTOR Company Limited, Montreal.

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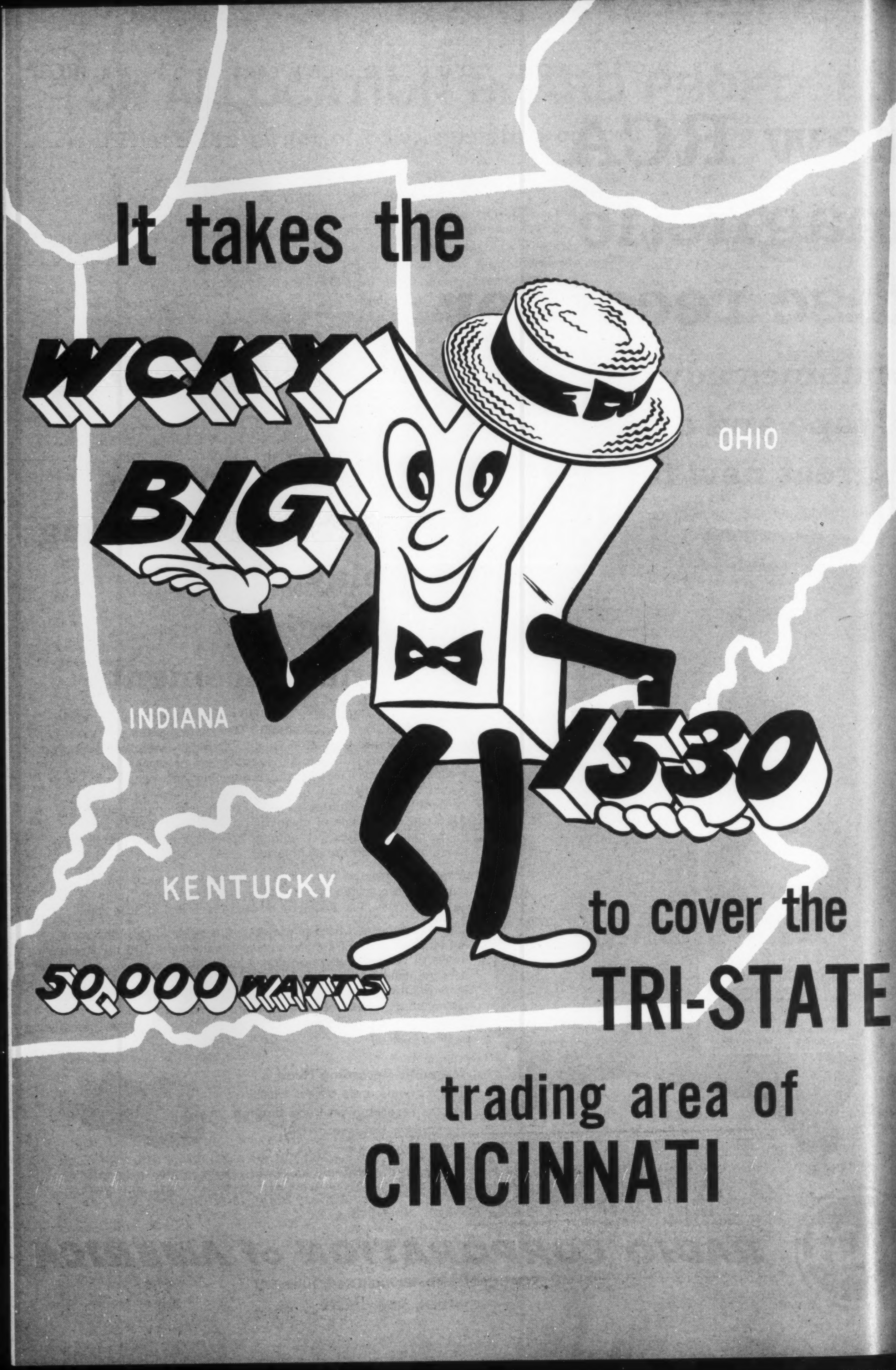
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trading area of
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50,000 WATTS
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We've a file full of figures* on the size, scope and importance of the Tri-State Cincinnati Trading Area—such as it covers 1,778,000 people in 31 counties of Ohio, Kentucky and Indiana, but YOU know all that, including the fact that Cincinnati is one of the Top Twenty Markets of the country.

And when YOU want to cover Cincinnati with a radio campaign, you want to cover ALL of it, not just the 31%, or 556,800 people, who live within the city limits of Cincinnati. So to cover all of the Tri-State Cincinnati Trading Area, you've got to have power—and BIG Y has lots of power—50,000 watts of it, which is one reason why you can depend on WCKY to reach all of the Cincinnati Trading Area. Then when you add listener acceptance, live wire merchandising promotions, imaginative programming and first rate news coverage, *then* you KNOW your best buy is BIG Y—WCKY, that is!

*Tom Welstead in WCKY's New York office and AM Radio Sales in Chicago and the west coast, have files full of such figures too!

WCKY
BIG
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Cincinnati, Ohio

Wholesale clearing of allocations bids

Several actions involving shifts of tv channel allocations were taken by the FCC last week.

WITI-TV Whitefish Bay, Wis., (ch. 6) was shifted to Milwaukee. WITI-TV is licensed to Independent Tv Inc., subsidiary of Storer Broadcasting Co.

A petition by Sarkes Tarzian Inc., licensee of ch. 4 WTTV (TV) Bloomington, Ind. for reconsideration of a Feb. 25 action which denied a previous petition to move ch. 4 to Indianapolis was denied.

Also denied were petitions by the Florida Educational Tv Commission and the Joint Council on Educational Tv to reserve ch. 13 instead of ch. 30 for educational use in Panama City, Fla.

The Commission invited comments to a notice of proposed rulemaking to change the educational reservation in Muncie, Ind., from ch. 71 to ch. 55. Ball State Teachers College petitioned for this change.

And the FCC reconsidered and granted a petition by ch. 11 KFJZ-TV Fort Worth, Tex., to issue proposed rulemaking to move ch. 11 to Denton, Tex., for educational use and to move reserved ch. 2 from Denton to Fort Worth (and to authorize KFJZ-TV to operate on ch. 2 there).

Am processing line in new cycle at FCC

The second batch of standard broadcasting applications on the FCC processing line was announced last week—with a warning that competing applications must be on file no later than the close of FCC business Sept. 4.

The list contains 34 applications for new and changed facilities at the top of the processing line, one application under study, and 15 applications on which McFarland letters have been issued (for list of applications, see FOR THE RECORD next week).

The Commission last April instituted the new policy invoking a cutoff date for new applications. The first group of pending applicants was published then, with a May 15 deadline. This deadline brought in almost 240 applications, the majority of which were amendments of pending applications (CLOSED CIRCUIT, July 13).

The purpose of the cutoff regulation is to stabilize the am processing line so that the staff can process the top applications without fear that completely new studies would have to be made when a late application was filed.

Fruits of the first measure were seen last week when the Commission announced a group of grants and designations for hearing. Among hearings is one involving 44 applicants (1410-1490 kc); another includes eight applicants (seven for 1550 kc and one on 1570 kc).

Commission reverses time-honored policy

An old communications policy, as old as the FCC itself, went by the boards last week when the Commission announced that from now on the availability of common carrier facilities won't have anything to do with granting private microwave relay facilities.

The report and order, concluding a two-and-a-half year inquiry into frequencies above 890 mc, held that there are now adequate frequencies in the microwaves to take care of both private users and common carriers—and therefore the availability of common carrier facilities will not be considered as a condition of elegibility for private users.

The FCC also removed a general policy which weighed the licensing of a private intercity relay facility against the possible adverse effect on the common carrier and its ability to serve the public.

Other highlights of the order—all applicable to non-broadcast services—included:

- Frequencies above 10,000 mc will be used for intracity and local area operation.
- Tropospheric forward scatter systems will not "generally" be authorized between points in the continental limits of the United States (excluding Alaska).
- Allocations proposals were set out (to become effective after the Geneva International Radio Conference) for 6,475-6,575 mc, 10,550-10,700 mc and 11,700-12,200 mc. Use of frequencies above 30,000 mc will be developmental.

Contempt conviction

Louis Earl Hartmann, former KCBS San Francisco commentator, was convicted of contempt of Congress last Monday (July 27) by San Francisco Federal Judge Michael J. Roche. The 44-year-old ex-broadcaster was sentenced to six months in prison and fined $100.

Mr. Hartmann—who conducted a regular show, *This is San Francisco*, under the name Jim Grady—was convicted on seven counts of refusing to answer questions of the House Un-American Activities Committee during a San Francisco hearing conducted by Rep. Francis Walter (D-Pa.) in 1957 (BROADCASTING, June 24, 1957).

Trafficking charge brings $300,000 suit

Suit for $300,000 has been filed by a broadcaster for alleged defamation during a protest hearing before the FCC.

S.L. Goodman, owner of two Virginia radio stations, has filed notice of intention in the Danville, Va., corporation court, of the $300,000 malicious damage suit against Robert R. Murray Jr., Danville banker, and WHEE Martinsville and WKWS Rocky Mount, both Virginia, and their officers. The motion seeks $50,000 in actual or compensatory damages and $250,000 in punitive damages.

Mr. Goodman claimed that he was held up to "public scandal, infamy and disgrace" by the Murray affidavit to the FCC and its publication by the other defendants. The affidavit was submitted during a hearing on the request by one of Mr. Goodman's stations, WILA Danville, for a boost in power from 500 w to 1 kw daytime. This was granted by the FCC, but was protested by other Danville stations. During the protest hearings, Mr. Goodman was charged with trafficking in licenses. The FCC affirmed its approval of the WILA power boost in February of this year.

Mr. Goodman sold WILA several months ago. He now owns WYTI Rocky Mount and WYSR Franklin, both Virginia.

Let off with lecture

Three tv stations received letters of reproval from the FCC last week, along with their license renewals. KNOE-TV Monroe, La., and KLTV (TV) Tyler, Tex. were reminded that the Commission's "Editorialization Report" requires that both sides of public issues be fairly treated. Cited were complaints alleging unfair treatment by the stations of the pay-tv issue. KRTK (TV) Houston, Tex., was reminded of FCC requirements for full identification of programming source and/or sponsor as a result of its televising kinescope summaries of the Kohler strike hearings. Comr. John S. Cross dissented in the KNOE-TV renewal.

Boycott out of order

CBS-TV won a moral victory Friday (July 31) in a decision by the National Labor Relations Board.

The board held in effect that the network shouldn't have lost a *Let's Take a Trip* program Feb. 6, 1958, because of a jurisdictional row between Theatrical Protective Union No. 1, International Alliance of Theatrical Stage Employes & Moving Picture Machine Operators of the U.S. and Canada, and Local 1212 of Radio & Television Broadcast Engineers Union, International Brotherhood of Electrical Workers.

The network followed terms of its contract and a supplementary letter in assigning technicians from IBEW to a program scheduled to take place on the *SS United States*, NLRB's decision indicates. The IATSE local picketed the pier where the liner was docked, with the United States Lines deciding not to allow the telecast. NLRB held the IATSE local was not entitled to attempt to force or require CBS to assign its members the work of setting up and operating lighting equipment on remotes.

Two Bakersfield u's confirmed by FCC

The FCC last week affirmed grants of new uhf tv stations at Bakersfield, Calif., made last December to Pacific Broadcasters Corp. (ch. 39 on Dec. 10) and Kern County Broadcasting Co. (ch. 17 on Dec. 30), at the same time denying protests by KBAK-TV Bakersfield (ch. 29) and vacating stays of the grants. Comrs. Rosel H. Hyde and Robert E. Lee did not participate.

The FCC's decisions on the two grants had reserved the right to switch the uhfs for other channels if they were changed by rulemaking under consideration. FCC has issued rulemaking, meanwhile, to add two vhf channels (8 and 12) to Bakersfield, but leaving Bakersfield's three uhfs (17, 29, 39) there. (BROADCASTING, July 20).

Pacific is owned 60% by electronics manufacturer H. L. Hoffman and 40% by Terry H. Lee, general manager of WITI-TV Milwaukee.

Catv field trip

The controversial community television system problem is going to get a personal looking over by the FCC during August, the Commission has announced. Ordered to the boondocks were Harold G. Cowgill, chief, Broadcast Bureau and James B. Sheridan, economist with Broadcast Bureau. They will visit a number of western areas where catv systems and local television stations are operating or have been operating. The Commission move was impelled by congressional urging that an on-the-spot study be made of the problem, rather than reliance on "paper" comments. These views were expressed by Sen. Gale McGee (D-Wyo.) at recent Senate Commerce subcommittee hearings on catv and booster auxiliary tv services.

Orlando remand case opened by Commission

The record in the Orlando, Fla., ch. 9 case was reopened by the FCC last week—pursuant to a court mandate—to investigate allegations of off-the-record contacts made with FCC members before the ch. 9 award to WLOF Orlando in 1957.

The FCC set this Friday (Aug. 10) as a deadline for parties in the ch. 9 case and in the court proceeding to file to participate and said persons about whom evidence is received shall be permitted to cross-examine and submit rebuttal testimony upon request. The contestants are WLOF and WKIS Orlando. WKIS had applealed the case up to the U.S. Supreme Court. The Supreme Court remanded it to the U.S. Appeals Court in Washington (which had affirmed the FCC's grant) to consider allegations in testimony before the House Legislative Oversight Subcommittee in 1958 that WLOF made off-the-record presentations to the FCC. The lower court remanded the case in turn to the FCC and asked for a new hearing by a special hearing examiner.

The issues in the new hearing (presiding officer and date to be announced later) are similar to the "*ex parte* contact" issues in the Miami ch. 10 and Boston ch. 5 cases, on which the FCC also is holding new proceedings on court remand: (1) whether any FCC member voting in the 1957 award should be disqualified from the re-opened proceeding; whether persons made illegal contacts with FCC members before the award; (3) whether any party knew of or committeed improprieties in the original proceeding; (4) whether any applicant should be disqualified or have improper actions he may have taken considered against him from a comparative standpoint.

Mack re-trial Nov. 3

The date for re-trying former FCC Comr. Richard A. Mack and his friend Thurman A. Whiteside on criminal conspiracy charges was set for Nov. 3 by Chief District Federal Judge F. Dickinson Letts last week following the Justice Dept.'s formal move for a new trial at the "earliest possible date." Justice already had indicated plans to re-try the case after the three-month trial ended with a hung jury last month (BROADCASTING, July 13). Messrs. Mack and Whiteside are accused of conspiring to obtain FCC award of ch. 10 in Miami for Public Service Tv Inc., a National Airlines subsidiary. The new trial also will be held in Washington.

The Army Way

Now it's a secret FCC hearing. Commission lawyers were wrestling with this problem last week after a prehearing conference on conflicting proposals by KGO-TV (ABC) and KRON-TV, both San Francisco, to change their transmitter sites. An objection to both changes was filed by the U.S. Army. The objection involves Nike sites in the San Francisco area but the reasons are classified, the Army said.

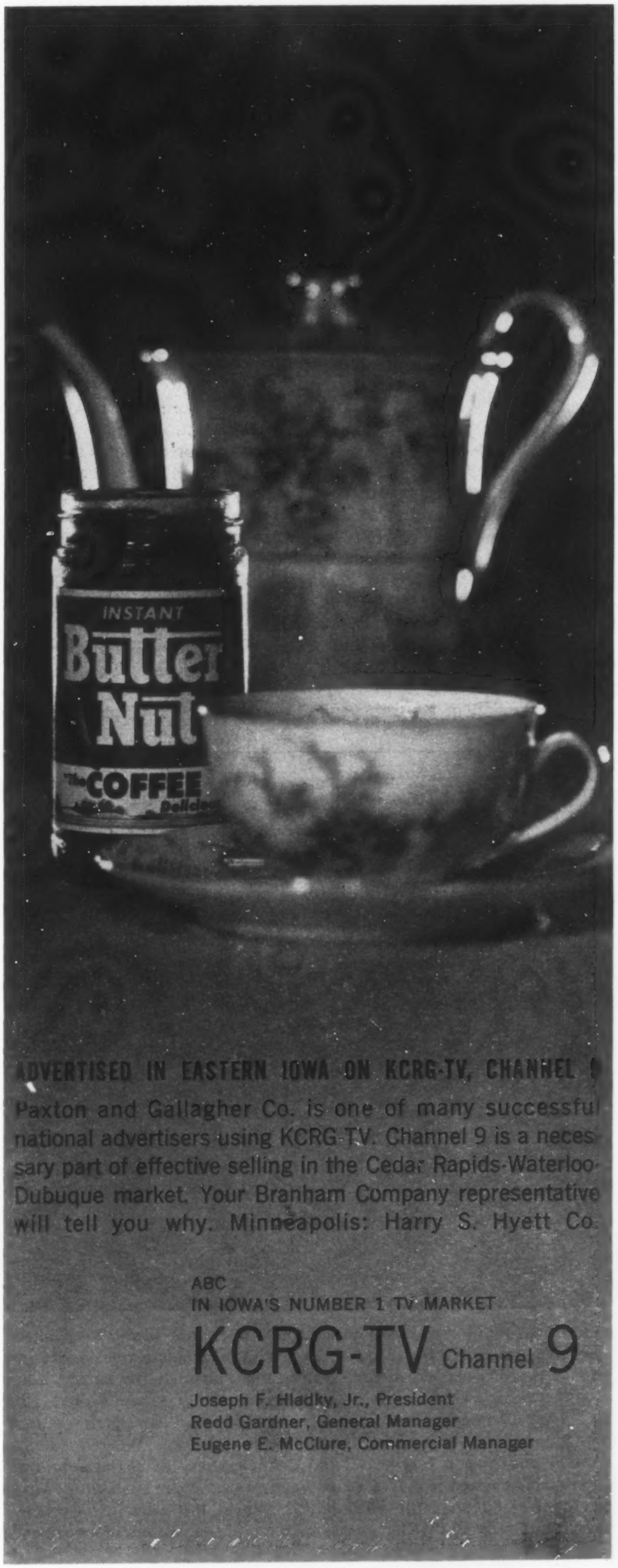
Examiner Jay A. Kyle recessed the hearing to permit lawyers and engineers to figure out how to hold a secret hearing as part of a public record on the conflicting antenna site proposals. All parties who will participate must receive military clearance. It is believed the record on this portion of the hearing will be sealed. Although the examiner and the FCC will be permitted to review it, they will not be able to use it in reciting their reasons for arriving at a decision on this particular issue.

Weather warnings on Florida Conelrad

The first regular use of Conelrad—the nation's radio air warning service—for "peacetime" public service broadcasting was inaugurated last week by the Florida Defense Network, using eight fm stations in as many cities to relay hurricane warnings to am, fm and tv stations all over the state.

The system went into operation Saturday (Aug. 1) in time for the annual hurricane season. The key station is WVCG-FM Coral Gables (Miami), which will originate broadcasts from the Miami Weather Bureau at 8:30 a.m. and 4:30 p.m. daily on weather conditions and more often when a hurricane is impending. The system is being co-ordinated by James L. Howe, WIRA Fort Pierce, chairman of the Florida State Advisory Committee, a state chapter of the National Industry Advisory Committee.

Other fm outlets in the eight-station relay system will originate broadcasts from Weather Bureau offices in their respective areas if hurricane information develops there. There is no objection to sponsorship of the broadcasts if the sanction of the Weather Bureau is not expressed nor implied. The other fm outlets in the relay network are WINK-FM Fort Myers, WFLA-FM Tampa, WHOO-FM Orlando, WRUF-FM



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Gainesville, WMBR-FM Jacksonville, WNDB-FM Daytona Beach, and WQXT-FM Palm Beach.

The Florida Conelrad weather warning system had been planned for some time but came, coincidentally, after a suggestion the week before by Sen. Theodore F. Green (D-R.I.) that fm stations should set up a nationwide weather warning network (BROADCASTING, July 27).

Hearing on NBC sale

The FCC last week advised NBC that its proposed sale of WKNB and WNBC (TV) New Britain, Conn., to Connecticut Tv Inc. for $1.04 million indicates the necessity of a hearing. The action came after WHYN-TV Springfield, Mass., asked the Commission to designate the sale for a hearing because Connecticut Tv is one-third owned by WWLP (TV) Springfield, WWOR-TV Worcester and WRLP (TV) Greenfield, all Massachusetts. WHYN-TV said WNBC and WWLP would overlap in violation of FCC rules (BROADCASTING, July 27).

The FCC, in designating the sale for hearing, cited the possibility of overlap and concentration of control.

SPORTS BILLS UP
Senate group hears old sports-tv story

Round three of proposals to exempt professional team sports from provisions of antitrust laws was held last week by the Senate Judiciary Antitrust Committee with very little testimony given on radio-tv aspects which had not been stated before.

Previous hearings were held two years ago by Rep. Emanuel Celler (D-N.Y.) and his House Antitrust Subcommittee (BROADCASTING, July 22, 1957), and in July 1958 by the same body sponsoring last week's sessions (BROADCASTING, July 28, 1958).

Subjects of last week's hearings were S 616, which gives football, baseball, hockey and basketball the right to restrict radio-tv from games within 75 miles of home-town of another team on date of home games, and S 886, which decrees that the FCC shall rule any sports broadcast blackout is "reasonably necessary" before it will be permitted.

S 886 was introduced by Sen. Estes Kefauver (D-Tenn.), chairman of the Antitrust Subcommittee, and S 616 is co-sponsored jointly by Sens. Kenneth Keating (R-N.Y.), Thomas Hennings (D-Mo.) and Everett Dirksen (R-Ill.).

Would Throw Tv for Loss • In a statement filed for the record, NAB President Harold Fellows said that if the 75-mile restriction is passed tv networks would be forced to end all broadcasts of major league baseball. On the basis of an actual present-day lineup of 183 stations carrying major league telecasts, Mr. Fellows said, 90 stations would be blacked out 100% of the time, 58 stations at least 50% of the time and only 35 outlets would be unaffected.

This drop in audience, he pointed out, would make it economically unsound for a sponsor to pick up the tab for telecasts. He said that existing arrangements for baseball and football telecasts provide adequate protection.

Commission's Position • The FCC objected to S 886 because, it said, the bill would impose duties on the Commission not specified in the Communications Act. Broadcasting contracts would be only remotely related to communications, the FCC said, and considerable delay would be entailed before a finding that a particular contract was reasonably necessary could be made.

"In our judgment, since the issue of whether contracts relating to telecasting rights should be exempted from the antitrust laws involves considerations outside the area of our expertise, we think it would be preferable that such questions be left either to the courts or to some other tribunal having familiarity with such problems," the Commissioners said in a statement submitted in writing.

Danger to Minors • Frank D. Lawrence, owner of the defunct Portsmouth, Va., minor league team, repeated charges that major league tv is killing minor league baseball. "The majors have invaded minor league territory by radio and tv and have plundered the minor leagues just like the pirates of old," he charged, "with the result that the major leagues . . . have received millions of dollars from radio and tv and many minor league clubs have perished."

Mr. Lawrence then lashed out at preferential treatment for the majors.

He said the majors "should be given no more immunity nor favors by congressional legislation. It should be regulated and prosecuted for its violations because it is a monopoly of the worst kind."

Baseball Commissioner Ford Frick wholeheartedly endorsed the radio-tv provision in S 616. He said the FCC has no special competence to deal with baseball or any other sport and would be more concerned with the impact

Broadcast rostrum • Helping to officially open the Radio-Tv Gallery in the New Senate Office Bldg. are three senators who last week were instrumental in pushing the equal-time amendment through the upper chamber (story page 62). Taking part in the opening are (l to r) Robert Hough, gallery superintendent; Julian Goodman, NBC and chairman of the executive committee; and Sens. John Pastore (D-R.I.), Warren Magnuson (D-Wash.) and Vance Hartke (D-Ind.). The gallery is also celebrating its 20th year. The interview is taking place in the main tv studio with the master control panel in the left rear. Traffic in the gallery is expected to increase materially if the Senate-passed Sec. 315 amendment becomes law.

of a contract upon broadcasting than its affect on baseball. Accordingly, a baseball contract would go before the FCC with "two strikes against it."

Senators Views • Counter to the views expressed by the Commission and Comr. Frick, Sen. Kefauver said the FCC is in the best position to determine what radio-tv restrictions should be authorized. Football Comr. Bert Bell told the subcommittee his sport's radio-tv regulations already have been approved by the courts and "we would be happy to be relieved of the necessity of going before the FCC and re-justifying those regulations. . . ."

Sen. Keating said the radio-tv provisions of S 616 were drafted with the idea of saving the minor leagues from extinction by a flood of big league telecasts. He said S 886 would extend the jurisdiction of the FCC "into the business arrangements of program content which, historically, the Congress and the Commission have scrupulously avoided."

Fargo ch. 11 grant

The FCC last week granted ch. 11 at Fargo, N. D., to North Dakota Broadcasting Co., affirming an initial decision by Examiner Elizabeth C. Smith more than a year ago (BROADCASTING, June 2, 1958). Comr. Robert T. Bartley dissented and Comr. Frederick W. Ford did not participate.

North Dakota is licensee of KSJB Jamestown, KXJB-TV Valley City, KBMB-TV Bismarck and KCJB-AM-TV Minot, all North Dakota, and is permittee of KXAB-TV Aberdeen, S.D.

The grant to North Dakota was made May 27, 1958, after another applicant for ch. 11, Marvin Kratter (Fargo Telecasting Co.) was dismissed at Mr. Kratter's request. Before this, WDAY-TV Fargo, N.D., had been granted a petition to intervene on claims of ch. 11 overlap with KXJB-TV.

• Government notes

• New tv facilities for Escanaba, Mich., and Walla Walla, Wash., were granted by the FCC last week. The Norbertine Fathers (WBAY-TV Green Bay, Wis.) were granted ch. 3 in Escanaba, to be operated as a satellite of WBAY-TV. Comr. Robert T. Bartley dissented. Northwest Broadcasting System Inc. was granted ch. 22 in Walla Walla.

• A grant by FCC last week of ch. 23 to Yakima Valley Tv Co., made effective an initial decision issued last month by Examiner H. Gifford Irion. Yakima Valley is owned by realtor Ralph Tronsrud. Yakima Tv. Corp., owned by the same interests as KXLY-AM-TV Spokane and KELP-AM-TV

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• Occupation Required

El Paso, had withdrawn its application for ch. 23 after reimbursement of $7,511 by Yakima Valley for out-of-pocket expenses (BROADCASTING, July 13).

- The FCC last week granted WKST-TV New Castle, Pa. (ch. 45) permission to operate on ch. 33 and change its station location to Youngstown, Ohio, and WXTV (TV) Youngstown, (ch. 73) permission to operate on ch. 45, effective when WKST-TV begins operation on ch. 33.

- WRCA New York has applied to change its operation on 660 kc, with 50 kw, from directional day and night, to non-directional. The FCC last week designated the application for hearing.

- Storer Broadcasting Co. was given FCC permission last week to assign KPOP Los Angeles to a wholly owned subsidiary: Standard Broadcasting Co. Storer requested the action for tax purposes. Other Storer subsidiaries are Seaboard Radio Corp. (WIBG-AM-FM Philadelphia) and Independent Tv Inc. (WITI-TV Milwaukee).

- A motion by WFBC-TV Greenville, S.C., to stay FCC permission given WLOS-TV Asheville, N.C., to identify itself as Asheville, N.C.-Greenville-Spartanburg, S.C., was denied by the FCC last week pending action on WFBC-TV's petition for rehearing. Comrs. R. E. Lee and Frederick H. Ford dissented and Comr. Robert T. Bartley abstained from voting.

- Ch. 7 KJEO (TV) Fresno, Calif., last week requested that the FCC grant it temporary authorization to operate on ch. 2. The requested authority would remain in effect until the Commission makes a final decision regarding permanent operation on ch. 2.

PROGRAMMING

Radio Press ready with fm-to-am feeds

Radio Press International, New York, last week announced it would begin regular live voice newscast service to southeastern am stations via fm radio relay later this month.

The announcement was made after RPI conducted tests using nine fm stations as a relay service (CLOSED CIRCUIT, July 27). The tests were described by John Hicks, RPI regional manager, as "very successful." He said a dozen am stations had indicated a desire to subscribe. Regular service will begin over the fm relay system in the latter half of this month.

RPI also announced last week the addition of WHAS Louisville, WHAM Rochester, N.Y., WICA Ashtabula and WLEC Sandusky, both Ohio, to its subscriber list.

Directors' merger up for union vote

Plans for a merger of Screen Directors Guild of America in Hollywood with Radio & Television Directors Guild have been approved by the boards of both unions, according to a joint announcement by Frank Capra, SDG president and Mike Kane, national president of RTDG.

The merger plan now goes to the membership of both unions for ratification. It call for a new union, tentatively named Directors' Guild of America, with jurisdiction over all directors in film, radio, tape and tv, functioning without affiliated locals as a national organization with headquarters in Hollywood and offices in New York.

The merged union would have two regional boards, one in Hollywood, one in New York, each elected by the membership in its area, and a national board, sitting in Hollywood, made up of the members of the two regional boards. Mr. Capra would become president of the merged Guild, Mr. Kane, executive vice president.

Tv news do's, don'ts in study by Softness

Local tv news shows should not be restricted to five-minute summaries, but preferably should be of 10 or 15 minute length. Also, in scheduling these news shows start them either on the hour or the half hour.

These two points are suggested in a study of what a tv station can do to increase the ratings of its news shows and thereby kindle advertiser interest. The survey was compiled independently (with aid of The Pulse Inc.) as part of a thesis submitted by Donald Softness, director of promotion and publicity, H-R Television Inc., station representative, for a master's degree in business administration at New York U.'s graduate school.

For Bigger Audience • Mr. Softness formulated a list of dos and don'ts for news directors. The study was made of H-R represented stations and a number of others. Detailed questionnaires were sent to 200 stations from which a 25% return was recorded. Each component of a station's news operation was analyzed in terms of the program's audience rating.

The compilation follows a study of tv news as a "hidden asset" announced recently by Dr. Philip Eisenberg, president of Motivation Analysis Inc., for Corinthian Broadcasting Corp. (BROADCASTING, June 29). A conclusion of the earlier study was that news is the most under-rated of all video program types.

The do's of Mr. Softness' study:

Local Angle • News should be programmed in 15-minute or possibly 10-minute blocks but never in "5-minute summaries" (the latter format was most unpopular in ratings); obviously wire news must be rewritten ("but you're probably doing this now") and everything ought to be done to have a local angle.

Also, the station should stress local and regional coverage above national and international news; commentary and analysis ought to be provided of the news and if possible, the station might try to editorialize. It is recommended that the camera be kept off the newscaster as much as possible with "plenty" of "hot newsfilm and stills" and interesting local interviews.

Among the don'ts:

How to Save • Early news ought not be programmed after 7 p.m. nor begun 15 or 45 minutes past the hour but started on the hour and half hour. No more than one news service should be subscribed to, the money thus saved used productively elsewhere. The cautious approach is suggested, too, for photo or facsimile services because of a temptation to use too many national photos.

Directors are warned not to "go overboard" on elaborate equipment but to stick to essentials—("highly equipped stations show no signficant rating edge"); not to overstaff ("a large crew is no guarantee of high ratings") and the newscast ought not to be divided into separate news and sports segments but integrated.

Warner Bros. profits

Warner Bros, Pictures Inc. for the nine months ending May 30 earned a net profit of $13,749,000, or $8.67 per share, of which $6.5 million, $4.10 per share, came from the sale of the company's ranch in California's San Fernando Valley. Figures show a dramatic change from those for the corresponding period of last year, when Warners had a net loss of $2,684,000 including a $2.5 million provision for estimated losses on advances to independent producers. Chief source of the improved net income this year is simply increased business volume. The first line of the profit-and-loss statement for the nine months shows film rentals, including television, sales, etc. to have totaled $62,084,000 this year versus $48,038,000 last year.

Five buy new series

With its new syndicated series *Four Just Men* on the market less than three weeks, Independent Television Corp., New York, reports sales to four regional buyers in the U.S. and to the Canadian Broadcasting Corp. for a gross of $750,000. Regional buys include: Schaefer Beer for nine northeast markets; Drewry's Beer for 15 midwest markets; Standard Oil of Texas for 11 markets in Texas and New Mexico, and Crosley Broadcasting Corp. for its tv stations in five markets. The series, reportedly budgeted at $50,000 per episode, stars Dan Dailey, Jack Hawkins, Richard Conte and Vittorio De Sica.

'Late, late' movies to tv

An entire package of 52 post-1955 feature films is being offered tv stations, it has been announced by Joseph Harris, board chairman of Art Theatre of Air Inc., and Sig Shore, president of Video Artists Inc., both New York. The package contains product from France, Britain and Italy and includes films starring such personalities as Ingrid Bergman, Sophia Loren, Brigitte Bardot, Gina Lollobrigida, Claudette Colbert, Michele Morgan, Silvana Mangano, Mel Ferrer and Eddie Albert.

• Program notes

- Screen Actors Guild collected and distributed nearly a half-million dollars to members in June for residual payments on tv entertainment programs. This figure, the highest yet, doesn't include payments for re-runs of tv commercials (which are paid directly to members) nor payments collected by SAG for post-48 movies released to tv.

- WOI Ames, Iowa, is to receive a series of tapes from Radio Moscow dealing with agriculture, life on a collective farm and the Soviet's rocketry-space travel plans. The Russians also have agreed to answer questions sent by WOI listeners.

- Sale of *The Phil Silvers Show* has brought CBS Films a reported million dollars in addition to the $4.25 million, 63-market deal made earlier with the Carling Brewing Co., Cleveland (BROADCASTING, May 25). Containing 138 episodes, *Silvers* is now in over 90 markets.

- Another CBS Films product, *Trackdown*, is said to be nearing the $500,000 mark after a little over a month in syndication. *Trackdown*, consisting of 71 western half-hours, has been sold in 20 markets thus far. Both series will move from their CBS-TV run to syndicated showing in mid-October.

- Four Star Television, L.A., has sold 26 new segments of *Richard Diamond, Private Detective* tv series to NBC-TV. Starting Oct. 5 it will be in the Monday 7:30-8 p.m. slot. The series was on CBS-TV for two years. Four Star's new *Tales of the Plainsman* also was sold to NBC-TV. Starting Oct. 1 it will be seen Thursdays 7:30-8 p.m. The series deals with an Indian serving as deputy U.S. marshal circa 1885.

- *Meet McGraw*, currently on ABC-TV (Sun., 10:30-11 p.m.) goes into syndication by ABC Films Inc. effective Oct. 1. There are 42 half-hours of the mystery-adventure series starring Frank Lovejoy. Early purchasers: KPIX (TV)

Advertisement *Advertisement*

VERSATILITY AND MOBILITY OF TAMPA'S WFLA-TV PROVEN THROUGH USE OF MOBILE VTR RECORDING STUDIO.

Using the only completely equipped Mobile Videotape Recording Studio in Florida, WFLA-TV on July 18, again proved its versatility and mobility through the presentation of the colorful Miss Florida Pageant in Sarasota.

The entire hour and a half presentation was videotaped in Sarasota, sixty miles from the WFLA-TV studios, and flown to Tampa for on-the-air presentation within twenty-five minutes of the pageant's conclusion. The first forty-five minutes of the pageant was videotaped and rushed, with police escort, to the Sarasota airport and flown to Tampa where a WFLA news car met the plane to speed the tape to the studios where the second Channel 8 VTR unit was employed to meet a 10 P.M. airtime schedule. Meanwhile, back at the pageant, the remainder of the show was recorded and the plane returned to Sarasota to pick it up. The actual Miss Florida coronation was concluded at 9:37 P.M., and the tape left Sarasota by plane at 9:50 P.M., and was on the air at 10:45.

Miss Florida is Miss Nancy Purvis, an 18-year-old Bradenton lass. Her next big step, of course, is the Miss America contest in Atlantic City.

This was the second big, in-the-field demonstration of WFLA-TV's advanced mobile videotaping to take place in Sarasota. NBC-TV employed the mobile VTR studio for the complete one-hour taping of the Kaleidoscope program which featured the Christiani Brothers Circus in "Roll Out The Sky" aired on the network last May 3rd.

The Channel 8 VTR mobile unit has a specially assigned and trained crew busy 5 days each week recording both programs and commercial announcements "on location" in Tampa, St. Petersburg and Clearwater. The crew now boasts 14 months experience in valuable videotape production.

WFLA-TV is the only station in Florida which actively uses two Ampex Videotape Recorders, one studio installed, the other a complete, self-contained two camera operation mobile studio unit.

During the station's Videotaping history, countless programs of strictly local interest have been presented in addition to the heavy schedule of program and commercial announcement VTR productions. Among its many accomplishments, WFLA-TV has been responsible for sponsoring and videotaping the Panorama of Music, a two hour outdoor musical production featuring 3,000 Hillsborough County school musicians. Proceeds from this undertaking formed a college scholarship fund for twelve deserving high school musicians. It has presented the annual Florida Music Educator's Association student concert from the Tampa Armory, The Latin American Fiesta Ball—one of the highlights of Tampa's annual social calendar, and a special Christmas oratorio, performed by the Florida Christian College Choir.

WFLA-TV is producing, both in and outside the studio, more than 100 tapings of commercial announcements each month in addition to taping some 28 half hour regularly scheduled programs monthly, this, added to the local and area "specials" described above, plus the playing back of these and many other scheduled announcements and syndicated shows.

It is no wonder WFLA-TV is referred to in the industry as one of the nation's outstanding videotape operations.

WFLA-TV
8
WFLA-TV

Pictured at top above; WFLA-TV Videotape Recording Studio ready for action at Miss Florida Pageant, Sarasota Municipal Auditorium. Center; left to right, Miss Florida of 1945, Jeni Freeland, WFLA-TV staffer, Nancy Purvis, Miss Florida of 1959, announcer Jack Stir and producer-director Frank Stringer of WFLA-TV. Bottom; Sarasota police rush Tom Matthews, WFLA-TV newsman to airport to send tape on its way to Tampa for airing.

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

Aug. 3-7, 10-12 (4-4:30 p.m.) **Truth or Consequences**, participating sponsorship.

Aug. 3, 10 (10-10:30 p.m.) **Arthur Murray Party**, P. Lorillard through Lennen & Newell and Pharmaceuticals Inc. through Parkson Adv.

Aug. 4, 11 (7:30-8 p.m.) **Northwest Passage**, sustaining.

Aug. 4, 11 (8:30-9 p.m.) **Jimmie Rodgers Show**, Liggett & Myers through McCann-Erickson.

Aug. 5, 12 (8:30-9 p.m.) **Price Is Right**, Lever through J. Walter Thompson.

Aug. 5, 12 (9-9:30 p.m.) **Kraft Music Hall Presents Dave King**, Kraft through J. Walter Thompson.

Aug. 6 (10:30-11 p.m.) **Masquerade Party**, P. Lorillard through Lennen & Newell.

Aug. 7 (8-9 p.m.) **Ellery Queen**, sustaining.

Aug. 8 (10-10:30 a.m.) **Howdy Doody Show**, Continental Baking through Ted Bates.

Aug. 8 (10:30-11 a.m.) **Ruff & Reddy Show**, Borden through Benton & Bowles and Mars through Knox-Reeves.

Aug. 8 (8-9 p.m.) **Perry Presents**, Sunbeam through Perrin-Paus, American Dairy through Campbell-Mithun.

Aug. 9 (7-7:30 p.m.) **Midwestern Hayride**, local, co-operative sponsorship.

Aug. 9 (9-10 p.m.) **Summertime Chevy Show**, Chevrolet through Campbell-Ewald.

New York; WMAL-TV Washington; KTTV (TV) Los Angeles and KTVK (TV) Phoenix, Ariz.

• *Person to Person* is going international. After six years of live home-visits with notables in the continental United States, the CBS-TV interview show this season will include taped or filmed encounters with celebrities abroad. CBS correspondent Charles Collingwood takes over the visiting chores originally performed by Edward R. Murrow, currently on sabbatical leave. The new format calls for some half-hour visits as well as the conventional two 15-minute segments. Getting underway Oct. 2, *Person to Person* is to be co-sponsored by Pharmaceuticals Inc., and the Warner Lambert Pharmaceutical Co.

• KYW-TV Cleveland managed to get an exclusive July 25 when teamster boss James Hoffa visited the city to attend a wedding reception for the daughter of a local union official. Disregarding signs "No Press Allowed", KYW-TV's John Mahoney and Ralph Mayher were accosted at the entrance. But a direct appeal to Mr. Hoffa nearby won permission for a sound-on-tape interview that was not only used by KYW-TV, but later picked up for NBC-TV's *Today* and Chet Huntley's news show.

• George Bilson, Hollywood tv producer, has obtained video rights to "What's the Law," human interest legal column syndicated by Bell Syndicate to 63 U.S. newspapers, and will turn it into a five-minute tv strip series. Plans call for production of 260 episodes, with the first 15 going into production Aug. 5, to be released for broadcast five times a week. William Morris Agency represents the package. Bilson Productions is at 570 Lillian Way, Hollywood 4. Telephone is Hollywood 3-5280.

• *Bold Journey*, fresh from three years on ABC-TV, and *I Search for Adventure*, already in syndication, are to be distributed by Banner Films, New York. Negotiations were handled by Jack Douglas, creator, producer and narrator of both series, and Banner president Charles McGregor. Involved are 143 episodes of *Journey*, and 52 *Adventure* installments.

• ABC Films, New York, reports 17 new stations have bought *The Adventures of Jim Bowie* (now in 65 markets), and 12 have added *The People's Choice* (now in 80 markets).

• RCA is contributing $100,000 to support colorcasts of the modern chemistry course on NBC-TV's *Continental Classroom*, which starts Sept. 28. RCA is one of nine companies, plus the Ford Foundation, backing the college-level course that will be accredited by some 300 universities and colleges. "One of the significant characteristics in chemical reactions and processing is color, hence color tv will make experiments easier to follow and enable tv students to get far more out of them," said John L. Burns, RCA president.

• The Bartell Family Stations' (KYA San Francisco, KCBQ San Diego, WOKY Milwaukee, WAKE Atlanta and WYDE Birmingham), public service series, *The Critical Years*, will be carried by more than 150 stations. The series, broadcast on KYA July 16-23, is a first person narrative by a onetime juvenile delinquent.

• Fryman Enterprises, Hollywood, will produce *The Mickey Rooney Show* and *The Lariat Kid* tv series in partnership with Ziv Tv Programs. Fryman President Red Doff is the producer of *Rooney* and executive producer of *Lariat*.

• Newsman Bob Siegrist (WLS Chicago, WGAR Cleveland and WGEZ Beloit, Wis.) aired exclusive radio interviews with Major Pedro Luis Diaz, former Cuban Air Force chief (Wed. July 15) the day after his appearance before the Senate Internal Security Subcommittee Sr. Diaz, his wife and brother were guests of Mr. Siegrist in his Milwaukee home after his Washington testimony. In his radio interview, Sr. Diaz again stated his belief that Fidel Castro, Cuban premier, is a communist dictator.

• Loew's Inc., New York, last week reported consolidated net earnings of $6,157,000, or $2.31 per share, for the 40 weeks ended last June 4, as compared with a loss of $683,000 in the corresponding period last year. Joseph R. Vogel, president, told stockholders that all divisions of the company (film production-distribution and foreign theatres, television, records and music) are operating profitably in the current year. He noted that the significant change was in the film distribution-production operation, which earned $5,423,000 before interest and federal income taxes in the 40 weeks, as against a loss of $7,114,000 in the comparable period of 1958.

• New World Productions (Mel-O-Toons animated cartoons), North Hollywood, Calif., has secured the rights to use Thornton Burgess' Peter Cottontail, Paddy The Beaver and other of his characters in its cartoons. The company will produce several series of six-minute shows combining live action with animation. Each series will have 104 parts.

• Lang-Worth Feature Programs Inc., N.Y., is expanding its sales and production aids service, Radio Hucksters & Airlifts. Radio stations are now offered a four-part service plan including: "Profitunes," a book of selling hints and techniques, tie-ins and promotion-merchandising ideas; "Airmanship," a kit of instructions in the use of station ID's, jingles, sound effects and voice gimmicks; "Cash Calendar," which points out national sales trends and seasonal advertising opportunities, and "Blue Chip Tips," a newsletter of sales and production information. Also available on request is a demonstration LP recording called "Showcase," telling how to produce a finished commercial from Radio Hucksters & Airlifts.

• Banner Films, N.Y., has acquired tv distribution rights to five feature films bringing the total number in its Banner Package to 38, it was reported. New additions are: *Stage Door Canteen, Peck's Bad Boy, Peck's Bad Boy With the Circus, Under the Red Sea* and *Jungle Headquarters.*

• Screen Gems Inc., N.Y., has sold *Manhunt* to two regional breweries, making a total of 96 markets sold three months before the series starts on the air. Jax Beer has purchased the show for 20 southern markets and Drewry's Beer will sponsor it in four midwest markets. Respective agencies are Fitzgerald Adv. Agency, New Orleans, and MacFarland, Aveyard & Co., Chicago.

- Cinema-Vue Corp., N.Y., tv film distributor, has acquired two film properties which are being offered for regional and local sponsorship. The shows are *Secret File, U.S.A.*, consisting of 26 half-hours, starring Robert Alda, and *The Mickey Rooney Show,* featuring Mickey Rooney in 33 situation comedy episodes.

- Total of markets sold on Independent Television Corp.'s *Cannonball* film series has risen to 105, ITC announced, with a recent purchase by Garrett Freightlines, Salt Lake City, for seven western markets. The programs, which deal with the trucking industry, will originate at KSL-TV Salt Lake City and will be beamed via microwave relay over the Skyline Network to the following stations: KBOI-TV Boise, KID-TV Idaho Falls, KLIX-TV Twin Falls, all Idaho, and KSLF-TV Butte, KFBB-TV Great Falls and KOOK-TV Billings, all Montana.

- Larry Harmon Pictures Corp., Hollywood, has acquired rights to Tintin, European comic strip character, and is planning to produce a series of 104 six-minute Tintin cartoons for use on tv and, in some foreign countries, in theatres. Production of the first Tintin series, "Operation Moonbeam," is already underway at California Studios, Hollywood, with expectations that two of the six-minute films will be completed by mid-September. After that, with the format set, they will be turned out at the rate of two a week, the same output schedule as the Harmon Studio has for its *Bozo, the Clown* tv series.

- KTLA (TV) Los Angeles has purchased outright Sandy Howard's interest in the tv series, *Emergency Ward,* and becomes sole owner. The series was developed by Sandy Howard Productions last year and experimentally produced by KTLA. It is slated to debut on KTLA about Sept. 15.

- Formation of Morgan-Swain, Sarasota, Fla., to produce motion pictures, slides and tv and radio shows has been announced by Hack Swain. The firm is a consolidation of Carey-Swain and Dramatic Presentations, sales organization. It is located at 1938 Laurel St., Sarasota. Officers of Morgan-Swain include Duncan J. Morgan, president, Mr. Swain, vice president, Marie Swain, vice president-secretary and Stuart Rae, formerly Ruthrauff & Ryan art director. Mr. Swain has been producer of radio commercials and his own 45-minute daily show on WSPB Sarasota. Mr. Morgan formerly headed Dramatic Presentations.

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FATES & FORTUNES

Broadcast Advertising

• WILLIAM D. WATSON, senior vp, Erwin Wasey, Ruthrauff & Ryan, Chicago, elected executive vp. Mr. Watson is agency account supervisor on Brown-Forman Distillers Corp.

MR. CHEVINS

• ANTHONY C. CHEVINS, director of creative department of Cunningham & Walsh, N.Y., elected senior vp. Mr. Chevins has been with C & W since 1951.

• ROBERT K. BYARS, formerly vp and account executive with MacFarland, Aveyard & Co. (Stewart-Warner, Celotex Corp., Martin Senour Paint accounts), Chicago, appointed vp and account supervisor of Erwin Wasey, Ruthrauff & Ryan, L.A. He will supervise radio-tv advertising of Union Oil Co. account.

• CARL BROMAN, formerly marketing assistant to president, and brand manager, of Carling Brewing Co., Cleveland, named to new post of director of merchandising with Pepsi-Cola Co., N.Y.

• JOHN A. MCKINVEN, manager, Fuller & Smith & Ross' Pittsburgh office, to New York headquarters for special marketing assignment. He is succeeded by HUGH H. REDHEAD, vp in charge of creative services in Pittsburgh. Other FSR appointments: DAVID H. ECHOLS named vp and manager, Chicago office; EDWARD J. LAUESEN to vp, corporate marketing programs; JOHN LEAHY, office manager, S.F., succeeding WILLIAM P. DUMONT who becomes west coast co-ordinator, and KIRK C. TUTTLE, vp and manager, Cleveland office, elected to board of directors.

• HARRY B. HENSHEL, executive vp, elected president of Bulova Watch Co., N.Y. He succeeds JOHN H. BALLARD, who retires, remaining on board of directors.

• BURT COCHRAN, who has sold his interest in Stebbins and Cochran, L.A., to Barton Stebbins, elected executive vp and principal in McNeill & McCleery, that city, which is changing its name to McNeill, McCleery & Cochran.

• FRANK CLAYTON, formerly media group supervisor with Gardner Adv., St. Louis, to Kenyon & Eckhardt, Chicago, as media director.

• RAYFORD E. NUGENT appointed vp in charge of sales of Consumer Product Div. of Philco Corp., Pa.

MR. ROCHE

• JOHN O. ROCHE, copy director of Gardner Adv., St. Louis, appointed vp and creative director. He is succeeded by THEODORE O. SIMPSON, formerly director of creative-contact department.

• WILLIAM R. KNOTT, president of Atlantis Sales Corp., Rochester, N.Y., retires, remaining on board of directors. Atlantis is selling organization for R. T. French Co., packer of mustard spices, instant food and other products.

• ERNEST W. TURNER, creative director with Campbell-Mithun, Minneapolis, to agency's Chicago office as creative director. He is vp and member of board.

• T. A. CASEY, account supervisor with Tatham-Laird, Chicago, joins Lilienfeld & Co., that city, as vp of marketing services.

• CHARLES E. PALMER, product manager, foods division of Lever Bros., N.Y., named merchandising manager, Pepsodent division.

• JAMES H. FILLING, formerly assistant brand manager of Colgate-Palmolive Co., N.Y., to Ogilvy, Benson & Mather, that city, as assistant account executive. Other appointments at OB&M: JUDITH CLAYMONT as copywriter; A. BURTON WELLS as art director, and ROXANE COTSAKIS as copy group head.

• PAUL K. HOGUE, formerly senior account executive with McCann-Erickson, N.Y., to Foote, Cone & Belding, that city, as account supervisor on Liebmann Breweries.

• GEORGE GRANT, formerly assistant media director of Montgomery Ward & Co., to Edward H. Weiss & Co., both Chicago, as media supervisor.

• RICHARD F. GORMAN resigns as advertising director of Admiral Corp., Chicago.

• JOHN RUNDALL, formerly director of radio-tv production with North Adv., Chicago, to Foote, Cone & Belding, that city, as broadcast supervisor.

• R.D. WATERS, president, Hess & Clark, Ashland, Ohio (veterinary drug subsidiary of Vick Chemical Co.), named president and general manager, Vick Products Div., Vick Chemical Co., N.Y. He is succeeded by HERMON HIGH, senior vp and board member, Vick Co.

Central Mid-South Fulltimer—extremely distressed situation due to illness. Must have immediate action. Price $67,500 with $17,500 down. Balance on attractive terms.

Deep South Fulltimer—major market top-rated facility operating in black. Good real estate. Price $225,000 with $105,000 down and balance in five years.

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NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

Mr. Fessel

Mr. Dooley

• C. E. Fessel elected president of new agency, Fessel, Siegfriedt, Dooley and Moeller, Louisville, formerly separate agencies—Fessel-Siegfriedt Inc. and Dooley & Moeller Inc. James L. Dooley named executive vp of merged agency, in charge of administration; Fred Siegfriedt to serve as vp and treasurer; Rudy F. Moeller, vp and secretary. Address: 304 W. Liberty St. Telephone: Juniper 3-7768.

• Michael D'Angelo Jr., formerly newscaster with WFIL-AM-FM Philadelphia, to Atlanta regional office of Kaiser Aluminum and Chemical Sales Inc.

• John L. Southard Jr., account executive, C. J. LaRoche & Co., N.Y., to Benton & Bowles Inc., that city.

• J. Robert York, formerly with Erwin Wasey, Ruthrauff & Ryan, Chicago, and Richard J. Dixon, formerly frozen foods product advertising manager, Libby, McNeill & Libby, to MacFarland, Aveyard & Co., that city, as account executives.

• Marshall L. Kissel, formerly account executive with Arthur Meyerhoff Co., Chicago, to Cunningham & Walsh, that city, as marketing director.

• Donald C. Zuehlsdorff, formerly account executive with Ketchum, MacLeod & Grove, to Henry B. Kreer & Co., both Chicago.

• Mrs. Barbara Lappin Pearl, formerly with Carson/Roberts, L. A., named media director of Nides*Cini*Advertising*Inc., that city. Agency name was misspelled in Broadcasting, July 27.

• Sondra Golden, formerly with CBS, joins Co-Ordinated Marketing Agency, N.Y., as copy supervisor.

• John E. McCullough, formerly tv art director of Doyle Dane Bernbach, N.Y., to N.W. Ayer & Son, Phila., in similar capacity.

Mr. Wilson

• Clark L. Wilson, Ph.D., formerly associated with personnel and market research consulting firm he founded on west coast, joins BBDO as vp in charge of marketing.

The Media

• Edward C. Obrist, manager of WHAY New Britain-Hartford, elected director of Connecticut State Network. CSN stations are: WSTC Stamford, WNAB Bridgeport, WNLC New London, WATR Waterbury, WTOR Torrington, WHAY and WICH Norwich.

• Douglas Rodgers, formerly producer and director with NBC-TV, named program director of WNTA-TV Newark, N.J.

• Ralph Hansen, program director of KYW-TV Cleveland, to WJBK-TV Detroit, in similar capacity. He succeeds Ralph Rust who joins WSPD-TV Toledo as director of operations.

Mr. Diaz

Mr. King

Mr. McCormick

• Frank W. Erwin, director of co-operative programs with Mutual Bcstg. Co. appointed to new post of assistant to president, as part of network's realignment of executive responsibilities. Ray Diaz, station relation manager, appointed director of stations services and co-operative programs in consolidation of departments and Charles King, formerly director of station relations for NTA television network and earlier in similar capacity with MBS, rejoins MBS as director of station relations. Stephen Joseph McCormick, director of news, promoted to director of Mutual's entire Washington operation, assuming former duties of Robert F. Hurleigh, now president.

• Rolland Reichert, tv operations manager of WNBQ (TV) Chicago, promoted to night manager of WMAQ and WNBQ, that city. He will continue present duties and supervise radio-tv operations from 5 p.m. to signoff.

• E. Halsey Sandford named vp for operations of WKYW Louisville. John M. (Jay) Thomson appointed sales manager, succeeding Neal W. Robbins, who resigned. Mrs. Elisabeth Anderson, station's first employe, promoted to treasurer of Radio Kentucky Inc., which owns WKYW.

• Charlotte Tucker, formerly assistant timebuyer with Earle Ludgin & Co. agency, Chicago, to Keystone Broadcasting System as director of station relations. She succeeds Blanche Stein, who resigned.

Mr. Gerity

• James Gerity Jr., president of WNEM-TV Bay City, Mich., resumes position of general manager, following resignation of Russell A. Gohring, formerly vp and general manager. Tom Matthews, operations director, named station manager; Harold Stone appointed operations administrator and production director and Vincent Collins to program administrator and film director. Leo Heisel continues as chief engineer.

• Phil Rose, formerly sales manager of KOLO Reno, named station manager of KDOT, that city, recently acquired by KDOT Inc. (Paul C. Schaefer). George Carr retained as commercial manager.

• Wallace Dunlap resigns as general manager of WTAO and WXHR (FM) both Cambridge, Mass., continuing as consultant to New England Television Corp., applicant for ch. 6 in New Bedford, Mass.

• William Ray, news manager of NBC Central Div. (WMAQ and WNBQ [TV] Chicago), resigns effective Sept. 1 to operate KASI Ames, Iowa, which he has purchased, subject to FCC approval.

• James F. Keough, formerly account executive with WDRC-AM-FM Hartford, Conn., appointed general sales manager of WFEA Manchester, N.H.

• Ruth Musser, operations supervisor of WMCA New York, named program manager.

• Dick Dunne, news director of KXAB-TV Aberdeen, S.D., named program director.

• Jim Smallwood, air personality as Jim Wood, promoted to program director of KRAK-AM-FM Stockton, Calif. Dick Carr to KRAK from KELP El Paso, Tex., as air personality.

• Charles E. Hippler named news director of WSOY-AM-FM Decatur, Ill., succeeding Downey Hewey, who was appointed program director.

Mr. Kelly

• John D. Kelly, formerly general sales manager of WINS New York, appointed national sales manager of WJW-TV Cleveland, with headquarters in N.Y. at Storer Bcstg. Co.'s national sales office, effective Aug. 10. Mr. Kelly was previously managing director of WJW-AM-FM.

MR. FORKER

• **VICTOR E. (BUCK) FORKER**, formerly account executive with WNEW New York appointed general manager of WDRC-AM-FM Hartford, Conn., recently purchased by Buckley-Jaeger Broadcasting Corp. of Connecticut (BROADCASTING, July 20), which also owns WHIM Providence.

• **CARL A. WINMAN**, part owner of Friendly Group stations, Steubenville, Ohio, nominated U.S. district judge for southern Ohio by President Eisenhower.

• **MONTE EVERETT**, formerly with sales staff of WTAR-TV Norfolk, joins Chicago office of Everett-McKinney Inc., radio and tv station rep, as account executive.

• **ROBERT S. STEVENS**, air personality with KLIF Dallas, promoted to program director of KABL San Francisco-Oakland, both McLendon stations.

• **BOB WALTERS**, music director of WALT Tampa, Fla., promoted to program director.

• **RAY SCHWARZ**, producer-director with WJRT(TV) Flint, Mich., named production manager. **GARY D. BENTLEY**, formerly news director of KSBY-TV San Luis Obispo, Calif., to WJRT news staff.

• **EARL FERSON** named promotion manager of KOB-AM-TV Albuquerque, N. M. He succeeds **L. THOMAS CHRISTISON**, who opens pr office in Korber Bldg., that city.

• **ROWENA PEARL**, formerly media director, Moss Assoc., N.Y. to Motivation Research Reports, that city, as client relations director.

• **HARRY AROUH**, special news editor of KTHS Little Rock, promoted to news director, succeeding **BILL NEEL** who resigns to join aircraft firm as technical writer.

• **J. C. KELLAM**, general manager of KTBC-AM-TV Austin, Tex., moves from CBS Radio Affiliates Advisory Board to affiliates tv advisory board as southwestern representative.

• **DANIEL C. PARK**, formerly general sales manager of WIRE Indianapolis, to Steve B. Smith & Assoc., advertising and public relations firm, that city.

MR. GITTINGER

• **WILLIAM C. GITTINGER**, 62, former CBS vp, died July 26 at Southold, Long Island. He had retired four years ago, but had continued to serve network in consultant capacity. Mr. Gittinger joined CBS in 1934 as director of sales development and was named vp in charge of sales in 1940. Ten years later, he became vp of CBS Inc. and special assistant to president.

• **ROGER O. VALDISERRI**, formerly promotional development planner for South Bend (Ind.) Div. of Curtiss-Wright Corp. appointed manager of news bureau in public relations department of Studebaker-Packard Corp., that city.

• **RALPH THOMPSON** resigns from news staff of KNX Los Angeles-CBS Radio Pacific Network.

• **JON DOE** appointed director of news of KISN Portland, Ore.

• **DICK WRIGHT** appointed news director of WTAG-AM-FM Worcester, Mass., succeeding **JIM LITTLE**, on leave of absence with South Korean Information Service.

• **HAROLD E. JANIS**, 53, vp and executive producer of Shellrick Corp. (producing organization of Sid Caesar's tv programs), died July 22 of heart ailment in New York. Mr. Janis joined NBC-TV as associate supervisor of production of *Show of Shows*, and later became executive producer. He also produced Martha Raye, Bob Hope and Dean Martin and Jerry Lewis tv shows.

• **ROBERT S. DE TCHON**, 48, sales manager with WYDE Birmingham, Ala., died July 25, following heart attack while visiting Cleveland.

• **DICK FEMMEL**, news director of WXYZ-TV Detroit, named director of news and special events of WXYZ-AM-FM-TV.

• **ROBERT M. BROCKWAY**, formerly assistant chief engineer of WISH-AM-TV Indianapolis, to WFBM-AM-TV, that city, in similar capacity. **PHILIP A. SMITH**, formerly with WLWI (TV), that city, joins promotion and pr staff of WFBM as projects supervisor.

• **JOHN PIET** promoted from assistant news director to news and sports director of WMNI Columbus, Ohio.

• **GARY GIELOW** of KPEN (FM) elected president of new San Francisco Bay Area FM Broadcasters. **DAVE LARSEN**, KJAZ (FM) Alameda, named vp and **FRED GENNERT**, KSFR (FM), secretary.

MR. FRANKENFIELD

• **JOHN P. FRANKENFIELD**, production manager of WBAL-TV Baltimore, promoted to program director. **ALBERT W. QUINN**, formerly free lance writer, appointed news manager of WBAL-AM-TV. **STANLEY J. COLE**, formerly administrative assistant to business manager, named operations manager of WBAL-TV.

• **FRED M. IRVIN**, freelance artist, joins KEYT (TV) Santa Barbara, Calif., as art director.

• **STAN COWAN** appointed publicity director of Walter E. Kline & Assoc., Hollywood pr firm.

• **BENJAMIN A. MUNSON**, sales representative with KFRC-AM-FM San Francisco, to KGO-AM-FM, that city, in similar capacity.

• **NORMAN TAYLOR**, formerly account executive with KOVR (TV) Stockton-Sacramento, to KTVU (TV) Oakland-San Francisco, both California, in similar capacity.

• **FRANK EDWARDS**, news editor of WTTV (TV) Indianapolis, resigns effective Aug. 15, has signed for daily

SWINGLES*
CUSTOM MADE
ONLY $38
ON CONTRACT
U.S. only

the JINGLE MILL

*SWINGLES are swinging jingles that sell your station, win audience loyalty.
COMMERCIAL SWINGLES, TOO. Complete custom-made — no open ends and no inserts.
SWINGLES are so good, over 700 stations have ordered, 98% re-ordered. Put this record to work for you, too! Write, wire, or phone.

THE JINGLE MILL • 203 W. 49 St., N.Y. 19, N.Y. PLaza 7-5730

newscast over MBS starting Sept. 1, sponsored by American Red Ball Transit Co., Indianapolis.

• **Edward Neal Prendergast**, 40, member of sales staff of KFJZ-TV Fort Worth, Tex., died July 18, following auto accident in Rockdale, Tex.

• **Milt Nixon**, formerly air personality with WGEE Indianapolis to WCHB Detroit, as host of gospel programs.

• **Charlie Brown**, announcer, from KSAY San Francisco to KSFR (FM), that city.

• **Howie Williams** formerly with Sports Network, joins WMAL-AM-FM Washington as air personality.

• **Gene McGovern**, formerly account executive with WICC-TV Bridgeport, Conn., joins sales staff of WPRO-TV Providence.

• **Bobby Vann**, air personality with WWOK Charlotte, N.C., moves to WJBW New Orleans, adds duties of operations manager.

• **Gene London** joins WCAU-TV Philadelphia as host of 90-minute live children's show.

• **Jerry Telser** joins WLOL-AM-FM Minneapolis-St. Paul as air personality.

• **Art Curley**, formerly air personality with WDEL-AM-FM Wilmington, Del., to WJAR Providence in similar capacity.

• **Hal Camello** joins WFPA Fort Payne, Ala., as announcer. **Paul White**, air personality, rejoins WFPA after Army tour.

• **Bob Jones**, formerly with KFOX-AM-FM Long Beach, Calif., to KBIQ (FM) Los Angeles as announcer.

Programming

• **Tony Wells**, formerly film producer with Leo Burnett Co., Chicago, appointed tv production manager at Wilding-Tv, midwest tv film branch of Wilding Inc., N.Y.

IF YOU'RE CHARGED WITH
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PIRACY — PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION
Be ready with our unique
EXCESS INSURANCE
Adequate protection against embarrassing loss at amazingly moderate cost. Write!
EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St
Chicago, 175 W. Jackson
San Francisco, 100 Bush St

Mr. Markim

• **Alfred Markim**, director of operations of NTA Telestudios, N.Y., elected vp in charge of operations. Mr. Markim joined NTA in 1957 as assistant director and later served as executive assistant to president of Telestudios.

• **Roger H. Lewis**, formerly national director of advertising, publicity and exploitation, United Artists Corp., N.Y., appointed vp. **Fred Goldberg** succeeds him.

• **Mervyn Framer**, formerly associate producer, *The Big Payoff*, appointed managing director of Spotlight Promotions (tv merchandising firm), N.Y.

• **Alex March**, named producer-director of three of NBC-TV's *Sunday Showcase* dramas. Mr. March produced last 20 *Kraft Theatre* shows for Talent Assoc.

• **John A. Aaron** and **Jesse Zousmer**, who, with Edward R. Murrow, conceived CBS-TV *Person To Person* show and have produced it since inception six years ago, signed by CBS-TV as independent producers for new version of that show this fall, starting Oct. 2 (Fri. 10:30-11 p.m. EDT) with Pharmaceuticals Inc. as sponsor. Aaron & Zousmer firm is A to Z Productions Inc.

• **Leo Brody**, assistant to vp of Trans-Lux Television Corp., N.Y., adds duties of eastern division sales manager.

• **Jack Garber**, formerly on publicity staff of Allied Artists, Hollywood, joins Screen Gems, that city, in similar capacity.

• **David Oppenheim**, formerly director of Columbia Records' masterworks division, to Robert Saudek Assoc., N.Y., as associate producer.

Equipment & Engineering

• **Wayne Beaverson**, chief engineer of Electro-Voice Inc. Buchanan, Mich., elected vp in charge of engineering, succeeding **A. M. Wiggins**, who resigned.

• **William E. Seaman**, formerly assistant to manager of Video Products Dept. of Ampex, L.A., named chief engineer of Midwestern Instruments Inc., Tulsa.

• **Charles H. Meuche**, formerly liaison engineer with Webcor Inc., Chicago, appointed vp of government electronics division.

• **Nicholes Fotiadi** appointed super-

Advertisement

Reduced

Miniaturized by the exigencies of rateholding, Mr. WSLSTV took it all with good grace. He said: "My model fee's the same no matter what size picture you use."

So's our market: 448,001 tv homes in our 58-county coverage area.

WSLS-TV • Channel 10 • NBC Television • Mail Address: Roanoke, Va. National Representatives: Blair Television Associates

WISN-TV
the basic buy in Milwaukee

BASIC BECAUSE . . .
WISN-TV's share of audience has increased sharply. In important afternoon and evening time periods it is now the leading station in town.

WISN-TV's coverage has increased sharply. Because of network shifts in other markets WISN-TV now brings the only sharp ABC signal to most viewers in a 16 county area — 559,470 TV homes.

END RESULT . . .
WISN-TV is the only Milwaukee station to increase its coverage and audience without increasing its rates.

WISN-TV
Channel 12
William C. Goodnow, Station Manager
Represented by Edward Petry & Co., Inc.

visor of semi-conductor sales, International Operations Dept., Motorola Inc. Chicago. Virden E. Scranton named assistant manager of business and engineering service, semi-conductor division. Dr. Robert E. Samuelson appointed assistant general manager for research and development at western military electronics center of Motorola, Phoenix, Ariz.

• Capt. Gilbert L. Countryman, USN Ret., formerly assistant chief of Bureau of Ships for electronics, joins Page Communications Engineers Inc., Washington.

Mr. Marx

• Frank Louis Marx, vp in charge of engineering with ABC, elected to board of Foto-Video Labs, Cedar Grove, N.J.

Mr. Marx is a senior member of Institute of Radio Engineers and belongs to several other scientific and engineering groups.

• Bernard O. Holsinger appointed head of new Electro-Specialties, closed circuit tv camera division of Sylvania Electric, N.Y. Robert S. Mason named manager of entertainment equipment sales, and Eugene M. Sorenson manager of industrial equipment sales with Sylvania Electronic Tubes Div. Arne Christensen joins semiconductor division as sales manager.

INTERNATIONAL

Ford tv specials north of the border

Ford Motor Co. of Canada and CBC, Toronto, are negoitating for a series of 39 tv specials to start this fall. The series is expected to cost Ford about $250 million, the biggest single tv package ever sold in Canada to a sponsor.

The specials will include 19 live Canadian shows of one to two hours in length, with dramatic and operatic presentations. The shows are expected to average about $40,000 each. They will alternate weekly with one hour programs produced by Ford in the U.S. and piped in from the American network. Ford of Canada is expected to foot the $1.2 million bill for the series in Canada.

A SMASHING SUCCESS IN MONROE

In a letter to Jerry Hauser, Southwestern Sales Manager of Community Club Services, Inc., Mr. Raymond W. Baker. General Manager of KMLB Monroe, Louisiana, stated that "our recently concluded CCA Campaign was the most successful Radio promotion to hit Monroe in many a moon. With our competition consisting of two "frantic" operations with all their attendant gimmicks and giveaways, it took something as good and fundamental as CCA to do an effective job.

MR. BAKER

To my way of thinking, Community Club Awards is the answer to a harassed manager's prayer. It accomplishes three all important objectives: produces local and regional revenue not otherwise readily obtainable; supplies tangible proof of definite results for advertisers; and serves as an ideal audience and community goodwill promotion.

There's been a lot of comment in the trade concerning the detail work involved in properly handling CCA. It's true, but that also holds good for almost anything that might be as worthy of the effort, and they are all too few and far between."

COMMUNITY CLUB AWARDS
20 East 46 Street
New York 17, N.Y.
MUrray Hill
7-4466

Stock offer affects 8 Canadian stations

British interests will acquire shares in eight Canadian stations when Booker Bros., McConnell & Co., London, England, buys majority control of Taylor, Pearson & Carson (Canada) Ltd., Edmonton, Alta. Properties involved: CKOC Hamilton, Ont.; CFAC Calgary, Alta.; CHCT-TV Calgary; CJCA Edmonton; CFGP Grande Prairie, Alta.; CJOC and CJLH-TV Lethbridge, Alta.; and CHCH-TV Hamilton.

The British company is offering $21 a share for the 346,460 outstanding shares of the company until Aug. 17. The shares were listed at $9 early this year on the Toronto Stock Exchange.

Taylor, Pearson & Carson (Canada) Ltd., is primarily a wholesale western Canadian automotive supply firm with 35 branches. It has held sizeable shares in radio and television stations since the early days of radio, when stations were established to sell radio sets through the chain's stores. The radio interests will be held by a new firm, Selkirk Holdings Ltd., and present TPC shareholders will be given an opportunity to obtain shares proportionate to their present TPC holdings. Under Canadian broadcasting legislation no more than 25% of a radio or tv station's share may be held outside Canada, or by other than Canadian citizens.

The British financial concern's Canadian subsidiary, Prairie Pacific Distributors Ltd., is making the formal share offering. No changes in TPC management are contemplated.

British tv in black

Britain's Independent Television Authority repaid a loan from the British government Thursday (July 30), five years ahead of schedule. ITA, governing body for commercial tv in the country, was authorized to borrow $5.6 million from the government but needed only $1.6 million.

Two programming contractors, ATV and Associated-Rediffusion, had record profits for the fiscal year ending April 30. ATV, with a $16 million profit, is paying a 60% final dividend on nonvoting Class A ordinary shares, bringing the year's total dividend to 100%. A-R had a $19.6 million profit.

Canada to telecast U. S. programs first

CBC has made arrangements with various Hollywood producers to permit it to telecast new tv films over Canadian station before they appear on U.S. stations. This should be especially advantageous for CBC in border areas such as Toronto, Montreal and Vancouver, where many viewers turn to U.S. station for the newest in filmed shows.

The arrangement covers the new *Riverboat* show, starring Darren McGavin, which will appear this fall on CBC (Mon. 8:30 p.m.); *Dennis the Menace* (Sat. 7 p.m.); *The Deputy*, a western with Henry Fonda (Thur. 8 p.m.); *Johnny Staccato*, detective series, with John Cassavetes (Sat. 10:30 p.m.); *Man From Blackhawk*, insurance investigator series (Thur. 9:30 p.m.), and *Four Just Men*, adventure series (Fri. 8:30 p.m.).

CBC's new fall series of commercially sponsored shows includes 35 live programs produced in Canada and 16 film programs.

• Abroad in brief

• NBC has joined with ATV, ABC, Granada and TWW in an application to run commercial tv in the Federation of Rhodesia and Nyasaland (Broadcasting, July 20). The countries' Federal Broadcasting Corp. meets this month to consider the applicants.

EQUIPMENT & ENGINEERING

'REVOLUTIONARY'

Reeves, RCA develop new tv tape facility

A new electronic method of assembling a tv production or commercial on video tape was announced jointly Thursday (July 30) by Reeves Sound Studios Inc., New York, and RCA. Representatives of the two companies described their newly developed method of electronically editing sounds and scenes from previously recorded tape as "revolutionary."

To be ready to provide the tape editing service by early winter, Hazard E. Reeves, president of the sound studios, said, the Reeves firm has contracted for purchase from RCA of a battery of eight tv tape recorders, including two color units and related equipment.

The tape facility at Reeves studios will also include one color and two monochrome live cameras, one monochrome and one color film chain with 16 mm. and 35 mm. projectors and slide projector, three electronic editing rooms and a master control room.

Uses of the tv tape technique are evident in the purposes of the equipment to be installed:

The tape machines are used as playback machines to provide picture sources as well as recording machines to record the finished product. The live and film cameras provide additional picture and sound sources for integration with taped material. The editing rooms or mixing rooms contain the new RCA transistorized switching system, which switches from picture to picture in one-millionth of a second, and associated with the switchers will be dissolve and effects amplifiers for picture mixing.

All tape machines, live and film camera chains and picture sources from outside of the building will be connected as the input picture to each of the switchers in the editing rooms. Sound sources will similarly be connected to audio consoles in each editing room. Monitors will allow the directors and editors to view the picture inputs and final picture.

The output of the editing rooms will be connected to tv tape machines for recording the edited pictures. The master control room will be a switching and monitoring point to interconnect major elements of the system, to check on quality of performance standards and to control the video operation of the live and film camera chains.

Talking tape • Reeves Soundcraft Corp., Danbury, Conn., manufacturer of magnetic recording tape has been admitted to trading on the American Stock Exchange, where 3,800 shares were sold at an opening price of 10⅝. Discussing ticker tape and video tape are (l to r): James Dyer, chairman of board of governors of the American Stock Exchange; Hazard E. Reeves, president of Soundcraft, and Frank B. Rogers Jr., executive vice president of Soundcraft.

• Technical topics

• Admiral Corp. for the first half of 1959 listed consolidated sales of $90,894,700 as against $77,038,648 a year ago—an 18% increase. Earnings before taxes were $2,739,761 compared with $117,989 and after taxes $1,361,418 against a loss of $407,180 for the same period in 1958. Current earnings amount to 57 cents per share on 2,389,246 shares outstanding, compared with a loss of 17 cents a share. The report was released July 29.

• Sylvania Electric Products Inc., N.Y., has established a new organization called Sylvania Electro-Specialties to market closed-circuit tv cameras and related equipment. The new department will be headed by Bernard O. Holsinger, director of marketing. Initial activities will be concentrated on a low-cost camera now in pilot production, with other products to be added as they are developed.

• Dage Television Div., Thompson Ramo Wooldridge Inc., Michigan City, Ind., has introduced Model ETS-1, a completely mobile closed-circuit tv system for classroom use. The company says that the "tv studio on wheels" includes a Dage 700 line resolution camera and console with video monitors, camera control, sync generator, power supply and wave form monitor. ETS-1 allows for such gear as film projector controls, audio and video switching-mixing and a spare generator to be added. Prices start at $11,800.

The morning after----

YOUR SALES MESSAGE
HITS THE 50,000 TV HOMES
covered by
KMSO-channel 13

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IN WESTERN MONTANA

BECAUSE . . .
KMSO programs the best of all 3 networks . . . plus VIP treatment for ALL commercials.
and that goes for
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CBS — ABC — NBC
ask FORJOE or
KMSO-KGVO — MISSOULA, MONT.

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STATIONS
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Upon their recent purchase of several CRC station jingle series for each of their markets.

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president
BOB FARRAR
vice president
DICK MORRISON
general sales manager

FANFARE

Wanted: listeners

Scattered through the classified advertising section of the *Los Angeles Times* one day last month were 40 ads placed by KFWB Los Angeles. Examples:

Lost and Found • Found: Diamond studded entertainment. A galaxy of stars to be found in Color Radio every day. KFWB Radio, ch. 98.

Personals • Exquisitely beautiful blonde women listen to KFWB. They're not alone. More than 30% of the people in Los Angeles listen to KFWB.

Schools • Learn how you can stop ennui in 24 hourly lessons. Free—on KFWB Color Radio, ch. 98.

Help Wanted—Women • 24-hour companion for Jimmy Darren. You can be a 24-hour companion to your favorite recording star on KFWB Color Radio. Women need no help in finding choice entertainment.

For Rent • Malibu Beach retreat. Seven bedrooms, spacious den, fully stocked wet bar, filtered cloverleaf swimming pool extending into living room. Maid and gardener service furnished. Lighted tennis court. 1½ acres completely landscaped. Private, secluded. $150.00 per month, utilities included. If you see this house contact KFWB immediately. America's seven most popular deejays would like to rent it.

Miscellaneous for Sale • Hope Diamond, the Kohinoor—the world's most fabulous gems are dull compared to the sparkling entertainment afforded Los Angeles on KFWB 24 hours a day.

How!
I'm a Squeezable Squaw

Clincher • Salesmen of KOB-AM-TV Albuquerque, N.M., borrowed the Navajo Freight Lines' "Squeezable Squaw" and put a new clause in time contracts when they went calling on advertising agencies in Dallas, Tex., last month. Terms: a squeeze each time an agencyman signs the dotted line. Here, seated next to squaw Jo Ann Leach, Paul Girard, Tracy-Locke's Dallas media supervisor, takes advantage of the offer. Witnesses (l to r): Bob Pettingell, KOB sales manager; Dave Milam, Dallas radio manager of Edward Petry & Co., representative of KOB stations; Hugh Kerwin, Petry's Dallas tv manager, and Bob Williams, KOB-TV sales manager.

Profit in the out-of-doors

Advertisers participating in an Outdoor Living Show undertaken by KBKW Aberdeen, Wash., found it a paying proposition from the start. It lasted five days. Sponsors selling sports and leisure merchandise qualified for participation through radio schedules on KBKW. Each of 14 advertisers on the first day made up his expenses in direct sales, KBKW reports.

The show was on a supermarket parking lot and traffic doubled there.

The station assigned a sales staffer to help each sponsor arrange his display and underwrote the cost of exhibit materials (bunting, signs and the rest). A night watchman hired by KBKW was on hand for the show's duration. Staff personalities greeted show-goers and handled five hours a day of remote broadcasting from the Outdoor Living Show. Advertisers took over the microphone themselves from time to time to do commercials in person from the show.

KBKW's own booth was a crowd

America's Leading Business Brokers

Interested in buying or selling Radio and TV Properties?

When your business is transacted through the David Jaret Corp., you are assured of reliability and expert service backed by over 36 years of reputable brokerage.

150 MONTAGUE STREET
BROOKLYN 1, N. Y.
ULster 2-5600

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JARET
CORP.

draw. The station news plane was on display and free rides were awarded visitors. Discs and other gifts also were handed out.

• Drumbeats

• Timebuyers may now obtain an updated version of the WQXR New York radio rating-value computer covering 10 leading markets. First issued by the station several years ago, the table shows relative value of ratings from 1.0 to 11.0. Example: a 1.5 rating in New York represents more listening homes than 6.0 in Detroit. Data on number of 1959 radio homes comes from The Pulse Inc. The WQXR promotion department, New York 36, has copies on hand.

• About 15,000 WNEW-TV New York viewers responded last month to a single tv announcement inviting them to visit with Sonny Fox, children's show host, aboard the liner *SS America*.

• Deadline for submitting listings for the 1960 Chases' Calendar of Annual Events is Aug. 15. The new edition will contain information about more than 400 special days, weeks and months. Companies, organizations and public agencies are invited to send details of their 1960 promotional events to the Apple Tree Press, 2322 Mallery St., Flint 4, Mich.

• "Dr. Ridiculous," a promotional creation of WLDS Jacksonville, Ill., was recognized at a rate of 167 times an hour while parading downtown. He gave away more than 1,000 phonograph records in six hours to people who addressed him as "Dr. Ridiculous." The stunt was WLDS' contribution to local merchants' annual "Ridiculous Days."

• First to see a special city bicentennial film prepared by WTAE (TV) Pittsburgh were a group of expatriates in Fort Lauderdale, Fla. The former Pennsylvanians saw it at a special bicentennial meeting in Florida. WTAE is offering the documentary to organizations in the Pittsburgh area.

• KJNO Juneau, Alaska is getting program and promotion mileage out of its new mobile unit with the *Saturday Buggyride*. Listeners are helping plan stunts for the weekly show which takes KJNO talent around the coverage area in a Volkswagen Microbus. One Saturday's *Buggyride* was a five-hour tour around Alaska's capital city. A bear hunt highlighted another *Buggyride* and a gold-panning expedition another. Results: no bears, 1/50 oz. of gold.

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

July 23 through July 29. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann. Announced.

New Tv Stations

ACTIONS BY FCC

Fargo, N.D.—North Dakota Bcstg. Co. Granted vhf ch. 11 (198-204 mc); ERP 29.05 kw vis., 14.55 kw aur.; ant. height above average terrain 392 ft., above ground 416 ft. Estimated construction cost $53,450, first year operating cost $96,000, revenue $120,000. P.O. address 4000 W. Main St., Fargo. Studio location Fargo. Trans. location Clay County, Minn. Geographic coordinates 46° 45′ 25″ N. Lat., 96° 35′ 37″ W. Long. Trans. Dumont, ant. RCA. Legal counsel D.F. Prince, Washington, D.C. Consulting engineer Lloyd R. Amoo, Valley City, N.D. North Dakota is licensee of KCJB-AM-TV Minot, KXJB-TV Valley City, KBMB-TV Bismarck and KSJB Jamestown, all N.D. Principal stockholders are **John Boler** and **E.C. Reineke** and wife. Ann. July 29.

Yakima, Wash.—Yakima Valley Television Co. Granted uhf ch. 23 (524-530 mc); ERP 20.9 kw vis., 11.3 kw aur.; ant. height above average terrain 957.6 ft., above ground 147.8 ft. Estimated construction cost $67,989, first year operating cost $90,000, revenue $138,000. P.O. address 4211 Richey Rd. Studio location Yakima. Trans. location Ahtnaum ridge south of Yakima. Geographic coordinates 46° 31′ 56″ N. Lat., 120° 30′ 25.92″ W. Long. Trans.-ant., RCA. Consulting engineer Harold C. Singleton, Portland, Ore. Ralph Tronsrud, realtor, is sole owner. Ann. July 29.

APPLICATIONS

***Tallahassee, Fla.—Board of Control of Florida and Florida Educational Tv Comm.** vhf ch. 11 (198-204 mc); ERP 94.8 kw vis., 47.4 kw aur.; ant. height above average terrain 761 ft., above ground 774 ft. Estimated construction cost $358,700, first year operating cost $117,380. P.O. address Florida State U., Tallahassee. Studio location Florida State U. Trans. location Apalachicola National Forest. Geographic coordinates 30° 21′ 32″ N. Lat., 84° 36′ 38″ W. Long. Trans.-ant. GE. Legal counsel Krieger & Jorgensen. Applicants are licensees *WRUF-AM-FM, *WUFT (TV) Gainesville, Fla. and *WFSU-FM Tallahassee. Ann. July 27.

Baton Rouge, La.—Community Bcstg. Inc. vhf ch. 9 (186-192 mc); ERP 316 kw vis., 158 kw aur.; height above average terrain 1,029 ft., above ground 1,055 ft. Estimated construction cost $828,428, first year operating cost $600,000 revenue $900,000. P.O. address 600 Neosho St., Baton Rouge. Studio location Northeast of Slaughter, La. Trans. location 600 Neosho St., Baton Rouge. Geographic coordinates 30° 44′ 58″ N. Lat., 91° 06′ 49″ W. Long. Trans.-ant. GE. Legal counsel Spearman & Roberson. Consulting engineer Silliman, Moffet & Rhorer. Principals are **Robert Earle**, 40%, and **G.T. Owen Jr.**, 60%. Both have equal interests in KLOU Lake Charles, La. Ann. July 23.

Baton Rouge, La.—Community Broadcasting, Inc.—Request for STA to inaugurate program service on ch. 9 in Baton Rouge, La. pending final decision with regard to

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WITH THE
INTER MOUNTAIN
NETWORK

THE BIGGEST
MOST COMPREHENSIVE
PULSE STUDY
ever made
PROVES
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ABP
ADVERTISING IN
BUSINESSPAPERS
MEANS BUSINESS

In the Radio-TV Publishing Field
only BROADCASTING is a
member of Audit Bureau of
Circulations and Associated
Business Publications

permanent operation on this channel. Ann. July 28.

Existing Tv Stations

ACTIONS BY FCC

WEAR-TV Pensacola, Fla.—Waived Sec. 3.610(b) of rules and granted application to change its trans. location from approximately 23 miles from Pensacola and 35 miles from Mobile, Ala., to about 24 miles from Pensacola and 26 miles from Mobile, change type trans. and increase ant. height to 1,210 ft.; engineering conditions. Ann. July 23.

WTVT (TV) Tampa, Fla.—Granted request for waiver of sec. 3.652(a) of rules to identify station with St. Petersburg as well as Tampa; does not modify license, change location, etc. Comr. Robert Bartley dissented. Ann. July 23.

WAFB-TV Baton Rouge, La.—Granted STA to operate on ch. 9 pending final action on any applications for regular operation on that channel; no effect to be given in any comparative hearing to expenditure of funds or preference as result of such temporary operation. By letter, denied opposition by WIBR Baton Rouge. Comr. John Cross dissented. Modern is applicant for ch. 9 which was shifted from Hattiesburg, Miss. to Baton Rouge July 6. Modern's temporary ch. 9 operation will be with ERP of 257 kw vis. and 135 kw aur.: ant. height 500 ft. Community Bcstg. Co. (WIBR) has since applied for regular operation on ch. 9. Ann. July 23.

APPLICATION

KJEO (TV) Fresno, Calif.—Request for STA to operate on ch. 2 on Patterson Mountain, 22 miles due west of Humphreys, Calif., subject to terms and conditions outlined in request. Ann. July 28.

New Am Stations

ACTIONS BY FCC

Paradise, Calif.—Paradise Bcstrs. Granted 930 kc, 500 w D. Ann. July 29.

Franklin, La.—Lionel B. De Ville. Granted 1390 kc, 500 w DA-D. P.O. address Box 405, Ville Platte, La. Estimated construction cost $19,568, first year operating cost $25,000. revenue $36,000. Sole owner DeVille, has 15% interest in KVPI Ville Plate, La. Ann. July 29.

FACE OF A THIEF!

Battle of wits between a newspaperman and a brilliant detective proves a man's innocence. — Sharon Herald

ONE OF 39 EXCITING EPISODES!

DISTRIBUTED BY
FLAMINGO · TELEFILM SALES, Inc.
221 W 57 ST. • N. Y. 19, N. Y. • JU 6-7040

APPLICATIONS

Big Bear Lake, Calif.—Big Bear Bcstg. Co., 1050 kc. 250 w D. P.O. address Box 70, Fawnskin, Calif. Estimated construction cost $15,221, first year operating cost $39,408, revenue $53,655. Sole owner is **William W. Booth,** employe Atchison, Topkea and Santa Fe Railway Co. Ann. July 28.

Santa Maria, Calif.—James L. Fallon, 1150 kc. 5 kw. P.O. address 7805 Sunset Blvd., Los Angeles 46. Estimated construction cost $44,728, first year operating cost $60,000, revenue $80,000. Mr. Fallon owns Los Angeles ad agency. Ann. July 28.

Grand Junction, Colo.—G&P Enterprises. 1340 kc. 250 w. P.O. address 2425 Marshall St., Denver, Colo. Estimated construction cost $23,112, first year operating cost $36,000, revenue $48.000. Equal partners are **Wallace R. Geiger** and **Horace T. Puckett.** Mr. Geiger is employe KDEN Denver. Mr. Puckett owns retail service station. Ann. July 29.

Punta Gorda, Fla.—Peace River Bcstg. Corp. 1350 kc 500 w D. P.O. address 130 E. Marion Ave., Punta Gorda. Estimated construction cost $20,460, first year operating cost $3,500, revenue $4,000. Principals include **John P. Jones,** 45%, and **A.C. Frizzell,** 50%. Messrs. Jones and Frizzell are new car dealers. Ann. July 23.

Lenoir, N.C.—John E. Boyd, 1580 kc, 500 w D. P.O. address Route #1, Landrum, S.C. Estimated construction cost $13,450, first year operating cost $27,000, revenue $36,000. Mr. Boyd owns barber shop and is retail grocer. Ann. July 24.

North Augusta, S.C.—Harry Hammond, 1600 kc, 500 w D. P.O. address 759 Lancaster Rd., Augusta, Ga. Estimated construction cost $31,637, first year operating cost $38,000, revenue $52,000. Mr. Hammond is in real estate. Ann. July 23.

Kingsport, Tenn.—Morgan Bcstg. Co., 1400 kc, 250 kw P.O. address Box 85, Etowah, Tenn. Estimated construction cost $24,230, first year operating cost $19,752, revenue $28,325. Mr. Morgan owns WCPH Etowah, Tenn. Ann. July 23.

River Falls, Wis.—Robert E. Smith, 690 kc, 1 kw D. P.O. address 539 Birch St., River Falls. Estimated construction cost $43,172, first year operating cost $45,000, revenue $60,000. Mr. Smith is employe WAVN Stillwater, Minn. Ann. July 23.

Cheyenne, Wyo.—J-J Bcstg. Co., 980 kc. 500 w D. P.O. address 1220 N. Venice Ave., Tucson, Ariz. Estimated construction cost $22,265, first year operating cost $65,000, revenue $75,000. Principals are **Richard N. Jacobson** and **James H. Johnson,** 50% each. Mr. Jacobson is employe of KLAS-TV Las Vegas. Mr. Johnson is employe of KMOP Tucson, Ariz. Ann. July 24.

Existing Am Stations

ACTIONS BY FCC

KJBS San Francisco, Calif.—Granted application to increase daytime power on 1100 kc from 1 kw to 50 kw-L (KYW). Comrs. R.E. Lee and Fred Ford dissented. Ann. July 23.

WALT Tampa, Fla.—Granted application to increase power on 1110 kc from 10 kw, DA-D, to 50 kw, DA-D; engineering conditions. Ann. July 23.

WELM Elmira, N.Y.—Granted change on 1400 kc from 250 w, U, to 500 w-N, 1 kw-LS, DA-N; engineering conditions; remote control permitted during daytime only. Ann. July 23.

WYNG Warwick-East Greenwich, R.I.—Waived Sec. 3.30 of the rules to change main studio location from Chepiwanoxet Island to Warwick; remote control permitted. Ann. July 23.

KBRK Brookings, S.D.—Granted increase of power from 500 w to 1 kw, continuing operation on 1430 kc, D; remote control permitted. Ann. July 23.

KLGN Logan, Utah—Granted application to change operation on 1390 kc from 1 kw D, to 500 w-N, 1 kw-LS, DA-N, U; engineering conditions. Ann. July 23.

APPLICATIONS

KXAR Hope, Ark.—Mod. of license to change hours of operation from unl. to SH (1490 kc) Mon. thru Sat.: 6 a.m. to 6:30 p.m., Sunday: 7 a.m. to 6:30 p.m. Ann. July 29.

WZRO Jacksonville Beach, Fla.—Cp to increase power from 1 kw to 25 kw, change ant.-trans. and studio locations, install DA-D and new trans. and make changes in ground system. (1010 kc). Ann. July 29.

WTTB Vero Beach, Fla.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (Request waiver of Sec. 3.21 [c] and 3.28 [b] or rules). (1490 kc). Ann. July 28.

KYSM Mankato, Minn.—Cp to change frequency from 1230 kc to 1190 kc, increase power from 250 w, unl., to 500 w, 5 kw-LS, change ant.-trans. and studio location, install DA-2, changes in ground system, delete remote control operation of trans. and install new trans. (Request waiver of Sec. 1.351 [c] of rules). Ann. July 27.

KNCM Moberly, Missouri—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). Ann. July 29.

KPRK Livingston, Mont.—Mod. of license to change hours of operation from unl. to SH: (1340 kc) Mon. thru Sat.: 6 a.m. to 9:05 p.m., Sunday 8 a.m. to 6 p.m. Ann. July 28.

WUSJ Lockport, N.Y.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc) Ann. July 28.

KFLY Corvallis, Ore.—Cp. to increase daytime power from 250 w to 1 kw, install new trans., change studio location and delete remote control operation of trans. (1240 kc). Ann. July 29.

New Fm Stations

ACTIONS BY FCC

Lodi, Calif.—Lloyd Burlingham—Granted 97.7 mc, 800 w. P.O. address Route #1, Woodstock, Ill. Estimated construction cost $12,550, first year operating cost $7,554, revenue $7,554. Mr. Burlingham owns KCVR Lodi. Ann. July 23.

Terre Haute, Ind.—William J. Kulinski. Granted 100.6 mc, 3.6 kw. P.O. address Box 433, Terre Haute. Estimated construction cost $7,897, first year operating cost $12,936, revenue $15,000. Mr. Kulinski is retail hardware merchant and owns recording company. Ann. July 23.

Lansing, Mich. — Herbert T. Graham. Granted 104.7 mc, 7.6 kw. P.O. address Box 965, 4215 Glenwood Ave., Lansing 4, Mich. Estimated construction cost $20,342, first year operating cost $12,720, revenue $36,816. Mr. Graham is general contractor. Ann. July 23.

St. Louis, Mo.—KADY Inc. Granted 96.5 mc, 24.5 kw. P.O. address Box 6155, St. Louis 21. Estimated construction cost $20,213, first year operating cost $20,000, revenue $22,000. Principals are **William R. Cady Jr.** (80%), **Jack A. Chenoweth** (10%) and **Omar Schnatmeier** (10%). Applicant owns KADY St. Louis. Ann. July 23.

Plattsburgh, N.Y. — Plattsburgh Bcstg. Corp. Granted 99.9 mc, 3.7 kw. P.O. address 38 Court St., Plattsburgh. Estimated construction cost $11,572, first year operating cost $600. Applicant operates WEAV Plattsburgh. Ann. July 23.

Red Lion, Pa.—John M. Norris. Granted 96.1 mc, 20 kw. P.O. address Box 88, Red Lion. Estimated construction cost $18,959, first year operating cost $6.200, revenue $7,800. Mr. Norris owns WGCB Red Lion and is Presbyterian minister. Ann. July 23.

Towanda, Pa.—Vical Bcstg. Co. Granted 92.7 mc, 720 w. P.O. address Box 93, Towanda. Estimated construction cost $9,180, first year operating cost $18,000, revenue $18,000. Equal partners (one-third each) are **T. Justin Myers Sr.,** banker; **Victor A. Michael,** teacher and radio sales and service operator, and **M. Alan Poole,** school art supervisor. Ann. July 23.

Memphis, Tenn. — WDIA Inc. Granted 102.7 mc, 5.2 kw. P.O. address Box 5125, Memphis. Estimated construction cost $11,874. Applicant owns WDIA Memphis, and is owned by **WOPA Inc.,** Oak Park, Ill. Ann. July 23.

Milwaukee, Wis.—Milwaukee Bcstg. Co. Granted 99.1 mc, 25 kw. P.O. address 1701 W. Wisconsin Ave., Milwaukee 3. Estimated construction cost $22,141. Applicant owns WEMR Milwaukee. Ann. July 23.

APPLICATIONS

Taylorville, Ill.—Keith W. Moyer, 95.1 mc, 3.42 kw. P.O. address Box 481, Taylorville. Estimated construction cost $7.782, first year operating cost $8,000, revenue $9.000. Mr. Taylor has interest in WTIM Taylorville. Ann. July 23.

Elizabeth, N.J.—Suburban Bcstrs. 103.1

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mc, 1 kw. P.O. address Box 572, Alameda, Calif. Estimated construction cost $14,595, first year operating cost $24,000, revenue $35,000. Principals include **Patrick Henry** and **David D. Larsen,** 47.5% each. Messrs. Henry and Larsen own KJAZ (FM) Alameda, Calif. Ann. July 23.

Chattanooga, Tenn.—WDOD Bcstg. Corp., 96.5 mc, 12.6 kw. P.O. address Hamilton National Bank Bldg., Chattanooga. Estimated construction cost $20,971, first year operating cost $2,400, revenue $2,400. Applicant is licensee WDOD Chattanooga. Ann. July 23.

Spokane, Wash.—KHQ Inc., 98.1 mc, 46.87 kw. P.O. address Radio Central Bldg., Spokane 4. Estimated construction cost $32,550, first year operating cost $4,000. Applicant is licensee KHQ Spokane. Ann. July 29.

Existing Fm Stations

ACTIONS BY FCC

KQAL-FM Omaha, Neb.—Granted cp to change operation from 94.3 mc to 94.1 mc; ERP from 1 kw to 46 kw; ant. from 220 ft. to 230 ft.; engineering condition. Ann. July 23.

WLIR (FM) Hicksville, N.Y.—Granted cp to change location of station from Hicksville to Garden City, N.Y., change trans. and studio sites, and ant. from 175 ft. to 140 ft. Ann. July 23.

WOHI-FM East Liverpool, Ohio—Granted cp to side-mount fm antenna on new tower ant. 332 ft.; engineering conditions; remote control permitted. Ann. July 23.

Ownership Changes

ACTIONS BY FCC

WDNG Anniston, Ala.—Granted assignment of licenses from **Ralph M. Allgood** and **Grover Wise** to **Potts Bcstg. Inc.** (**Thomas S. Potts,** president); consideration $85,000. Ann. July 23.

WENN Bessemer, WEZB Homewood, both Alabama—Granted (1) transfer of control of WENN from **John M. McLendon & Assoc., Inc.,** to **Gene Newman Radio Inc.** and (2) assignment of license of WEZB from **Gene Newman Radio Inc.,** to **John M. McLendon & Assoc., Inc.** Involves exchange of facilities. Comr. R.E. Lee dissented. Ann. July 29.

KTMP Tempe, Ariz.—Granted assignment of cp to **Tri-State Inc.** (**John L. Breece,** president); consideration $5,833 for expenses. Ann. July 29.

KNLR North Little Rock, Ark.—Granted transfer of control from **L.R. Luker** to **Claude Carpenter Jr.**; consideration $36,000. Ann. July 23.

KXO El Centro, Calif.—Granted assignment of licenses to **Feldman Enterprises Inc.** (**Leonard Feldman,** president); consideration $239,400 plus net balance at closing date. Ann. July 23.

KBVM Lancaster, Calif.—Granted assignment of license to **Tri-County Bcstrs. Inc.** (**Roy N. Hinkel,** president); consideration $100,000. Ann. July 29.

KMBY Monterey, Calif.—Granted assignment of license to **John Burroughs Inc.** (**John L. Burroughs,** president); consideration $112,000 plus $18,000 for covenant not to compete. Ann. July 29.

KRNO San Bernardino, Calif.—Granted assignment of license to **KRNO Inc.** (**Jack C. Vaughn** and **Cecil L. Trigg,** vice presidents, have interest in KVII-TV Amarillo, and KOSA-TV Odessa, both Texas, and Trigg also has interest in KOSA (AM); consideration $240,000 plus agreement to rent real estate owned by assignor for 3 years at $3,600 per year. Ann. July 23.

KSDO San Diego, Calif.—Granted assignment of license to **Gordon Bcstg. of San Diego Inc.** (**Sherwood R. Gordon,** president, owns KBUZ-AM-FM Mesa, Ariz.); consideration $500,000. Ann. July 23.

KGEN Tulare, Calif.—Granted assignment of licenses to **Meldean Upp** (KBMX Coalinga, Calif.); consideration $95,000. Ann. July 29.

KOSI Aurora, Colo.—Granted (1) transfer of control from **David M. Segal, Floyd Bell** and **Edward M. Guss** to **Armstrong Properties Inc.**; consideration $371,800, subject to adjustments at closing; (2) assignment of license to **Armstrong Bcstg. Corp.**; both corporations are owned by **William L.** and **Dorothy Armstrong** and their son **W.L. Armstrong.** Ann. July 29.

KAVI Rocky Ford, Colo.—Granted assignment of license to **Edward J. Patrick** and **Charles R. Rutledge,** d/b as **Patrick and Rutledge Bcstg. Co.**; consideration $40,000. Ann. July 29.

WKKO Cocoa, Fla.—Granted assignment of license to **WKKO Radio Inc.** (**Marvin L. Rothchild,** president); consideration $210,000. Ann. July 29.

WIOD Sanford, Fla.—Granted assignment of license to **Sanford-Seminole Bcstg. Inc.** (**Joseph R. Horenstein,** president, has minority interest in WBAB-AM-FM Babylon, N.Y.); consideration $56,000. Ann. July 29.

WJPF Herrin, Ill.—Granted transfer of control from **Maybelle J. Lyerla** to **Charles R. Cook;** consideration $80,000 for 99.6% interest. Ann. July 29.

WYTH Madison, Ga.—Granted assignment of license from **Henry W. Lanham,** et al., to **James F.** and **Annie L. Small,** d/b as **Central Georgia Bcstg. Co.**; consideration $37,000. Ann. July 23.

WAMV East St. Louis, Ill.—Granted assignment of license to **Hess-Hawkins Co.** (**Louis Strick,** president); consideration $265,000. Ann. July 23.

KASI Ames, Iowa—Granted assignment of license from **William M. Evans** to **William B.** and **Sue F. Ray;** consideration $100,000 and agreement not to compete in radio business within 100 miles of Ames for five years. Ann. July 23.

KWDM Des Moines, Iowa—Granted (1) renewal of license and (2) assignment of license to **General Bcstg. Services of Iowa Inc.** (**Armin Buetow,** president); consideration $200,000. Ann. July 23.

KLEO Wichita, Kans.—Granted (1) renewal of license and (2) transfer of control from **J.W. O'Connor** and **Harry H. Patterson** to **Lee Vaughan** and **Merritt Owens;** consideration $39,000. Messrs. Vaughan and Owens have interest in **Dandy Bcstg. Co.** (KDEO El Cajon, Calif.; WPEO Peoria, Ill. and KQUE Albuquerque, N.M.). Ann. July 23.

WSTL Eminence, Ky.—Granted assignment of license to **Victor M. Bellamy** (interest in WHBN Harrodsburg); consideration $70,000. Ann. July 29.

KCLP Rayville, La.—Granted assignment of license from **Charles L. Planchard** and **H.E. Ratcliff** to **KCIL Inc.** (KCIL Houma, La.); consideration $33,250. Ann. July 23.

WPTX Lexington Park, Md.—Granted assignment of license to **WPTX Inc.** (**Sidmund Ades,** president); consideration $58,000, including $3,000 for 1 year consultant agreement and not to compete in the Lexington Park area for 3 years. Ann. July 23.

WKHM Jackson, Mich.—Granted transfer of control from **Frederick A. Knorr,** et al., to Mr. Knorr (present 33% owner) who will pay $150,000 for additional 66% interest. Ann. July 29.

WMIC Monroe, Mich.—Granted assignment of license to **560 Bcstg. Corp** (**Richard E. Jones,** v.p., has interest in KXLY-AM-TV Spokane, Wash., and KELP-AM-TV El Paso, Tex.; consideration $398,000. Ann. July 23.

WELY Ely, Minn.—Granted assignment of licenses to **WELY Corp.** (**Vincent T. Hallett,** president); consideration $35,000. Ann. July 29.

KUSN St. Joseph, Mo.—Granted transfer of control from **Charles H. Norman** to **Midland Bcstrs. Inc.** (**Frederick P. Reynolds,** president); consideration $54,800 for 60% interest. Ann. July 23.

WBNR Beacon, N.Y.—Granted amended application for assignment of cp to **WRNR Inc.** (**Alfred** and **Saul Dresner, Fred D. Schottland, Robert C. Gessner** and **Leonard Wechsler**); stock transaction. Ann. July 23.

WGGO Salamanca, N.Y.—Granted assignment of license to **James Bcstg. Inc.** (WJTN-AM-FM Jamestown, and WDOE Dunkirk, both New York); consideration $47,750. Ann. July 29.

KDOT Reno, Nev.—Granted assignment of license to **KDOT Inc.** (**Paul C. Schafer,** president); consideration $85,000. Ann. July 23.

KFIR North Bend, Ore.—Granted transfer of control from **Vernon G. Ludwig** to **Josephine E. Edwards** (former owner); consideration $85,000. Ann. July 29.

KPTV (TV) Portland, Ore.—Granted transfer of control from **George Haggarty** to **Nafi Corp.**; consideration $1,026,940 plus liquidation by licensee of $2,734,924 obligations. **Harry L. (Bing) Crosby** will be chairman of **Oregon Tv Inc.** with **Kenyon Brown** president. They have interests in KCOP-TV Los Angeles and KFOX-AM-FM Long Beach, Calif. Mr. Brown also has interests in KGLC Miami, Okla.; KANS Independence, Mo.; KSON San Diego, and KITO San Bernardino, Calif. Comr. Robert T. Bartley dissented. Ann. July 23.

WHLP Centerville, Tenn.—Granted transfer of control from **William R. McDaniel** and **Eugene N. Hester** to **Samuel J. Simon;** consideration $2,130 for 51% interest.

WHHM Memphis, Tenn.—Granted assignment of license to **Thomas W. Shipp;** consideration $200,000. Ann. July 29.

WHEY Millington, Tenn.—Granted assign-

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ment of license from **Earl W. Daly** to **Robert G. Watson** and **Fred L. Thomas** d/b as **Memphis-Millington Bcstg. Co.**; consideration $60,000. Messrs. Daly and Watson have interest in WLAY Muscle Shoals, Ala. Ann. July 29.

WLAC-AM-TV Nashville, Tenn.—Granted transfer of control from **Guilford Dudley Jr., et al.**, to **Murchison Brothers (Clint W., Jr.**, and **John D.)** Involved is sale of 24% of **Life & Casualty Insurance of Tennessee** (parent corporation of WLAC, half owner of WLAC-TV). Murchisons also control WJDX-AM-FM Jackson, Miss. Ann. July 23.

KKSN Grand Prairie, Tex.—Granted transfer of control from **C.R. Sargent**, et al., to **John L. Buchanan** (present 25% owner) who will pay $123,000 for remaining 75% interest. Ann. July 29.

KSFA Nacogdoches, Tex.—Granted (1) renewal of license and (2) assignment of license to **Texan Bcstg. Co., Inc.** (**B.M. Raborn**, president); consideration $45,000 plus agreement that assignor's principal stockholder will not engage in radio business within 25 miles of Nacogdoches for five years. Ann. July 23.

KOLE Port Arthur, Tex.—Granted (1) renewal of license and (2) assignment of license from **Mary A. Petru** and **Socs N. Vratis** to **Radio Southwest, Inc.** (**John H. Hicks Jr.**, president); consideration $175,000. Ann. July 23.

KQDE Renton, Wash.—Granted assignment of license from **Walter L. Nelskog**, et al., to **Cutie Radio Inc.**, of which Mr. Nelskog (owner of KQTY Everett) is president; dissolves partnership. Ann. July 29.

KALE Richland, Wash.—Granted assignment of license to **D&D Bcstg. Corp.** (**L.G. Dix**, president); consideration $161,407. Ann. July 23.

WAPL Appleton, Wis.—Granted acquisition of control by **Connie Forster** (present 40% owner) through purchase of the remaining 60% interest from **L.H. Chudacoff**, et al., for $34,500. Ann. July 23.

APPLICATIONS

WELB Elba, Ala.—Seeks assignment of license from **Howard Parrish Jr.** to **Elba Bcstg. Co.** for $18,000. Purchasers are **James R. Dowdy** and **James Wilson**, 50% each. Mr. Dowdy is employe of WTBC Tuscaloosa, Ala. and Mr. Wilson is employe of WAFB-TV Baton Rouge, La. Ann. July 29.

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WJAM Marion, Ala.—Seeks assignment of license from **Kathleen W.** and **Elizabeth H. Nelly** to **Radio Marion Inc.** for $47,500. Purchasers are **J. Dige Bishop**, 44%; **Johnny M. Driskill**, 10%; **Wyatt R. Kitchens**, 36% and **Cecil Goodreau**, 10%. Mr. Bishop has interests in WCTA-AM-FM Andalusia, WJDB Thomasville, WABT Tuskegee, all Alabama; WBMK West Point, Ga., and WTOT Marianna, Fla. Mr. Driskill is employe WRLD Lanet, Ala. Mr. Kitchens has interest in WBMK West Point, Ga. Mr. Goodreau has interest in WJDB Thomasville, Ga. Ann. July 29.

KRKC King City, Calif.—Seeks transfer of control of **KRKC Inc.** from **James H.** and **Hazel H. Rose, C. C. Turner** and **M. B. Kemp** to **Robert T. McVay** for $28,000 for 100% interest. Mr. McVay is manager of KWG Stockton, Calif. Ann. July 28.

KFIL (FM) Santa Ana, Calif.—Seeks assignment of cp from **Phillip F. Brestoff** to **Gus S. Malpee** for $2,000. Mr. Malpee is employe of KABC Los Angeles. Ann. July 23.

WRGR Starke, Fla.—Seeks assignment of license from **Rudolph M.** and **Dorothy L. Chamberlin**, d/b as **Tidewater Bcstrs.** to **Radio Starke Inc.** for $36,500. Purchasers are **Murray C.** and **Olympia M. Tillman** (50% each). Mr. Tillman has 50% interest in WARN Ft. Pierce, Fla. Ann. July 24.

WAAG Adel, Ga.—Seeks assignment of license from **Cook County Bcstg Co.** to **Cook County Bcstg. Inc.** No cash consideration or change in ownership involved. Ann. July 29.

WGML Hinesville, Ga.—Seeks transfer of control of **Liberty Bcstg. Inc.** through sale of 30% interest owned by **Paul H. Sikes** to present 30% owner **Roscoe Denmark** for $20,000. Ann. July 24.

KBRV Soda Springs, Idaho—Seeks assignment of license from **Caribou Bcstg Inc.** to **J. C. Wallentine** for $36,000. Mr. Wallentine has 40% interest in KVEL Vernal, Utah. Ann. July 27.

KFNF Shenandoah, Iowa.—Seeks assignment of license from **Capital Bcstg. Co.** to **KFNF Bcstg. Corp.** for $125,000. Purchasers are **Nicholas** and **Victor J. Tedesco**. Messrs. Tedesco are also equal owners of WISK Milwaukee, Wis. (sale to WISK Bcstg. Corp. currently pending FCC approval) and each owns 20% of KCUE Red Wing, Minn. Ann. July 28.

WKMH-AM-FM Dearborn, Mich.—Seeks transfer of control of **Knorr Bcstg. Corp.** through purchase of stock of **Harvey R. Hansen** and **William H. McCoy** and retirement of same to treasury. Messrs. Hansen and McCoy each have approximate 24% interests. Total consideration: $1,569,977 ($784,988 each). After transfer, **Frederick A. Knorr**, present 28% owner will have majority (approximately 53%) ownership. Other Knorr Stations are WKMF Flint and WSAM-AM-FM Saginaw, Mich. Ann. July 27.

WKMF Flint, Mich.—See WKMH-AM-FM Dearborn, Mich. (above).

WSAM - AM - FM Saginaw, Mich. — See WKMH-AM-FM Dearborn, Mich. (above).

KWOS Jefferson City, Mo.—Seeks involuntary transfer of control of **Capital Bcstg. Co.** from **L.R. Goshorn**, deceased, and **R.L. Rose**, trustees of estate of **R.C. Goshorn** to R.L. Rose, trustee of estate of R.C. Goshorn. Ann. July 28.

WTIG Massillon, Ohio—Seeks assignment of license from **Joel W. Rosenblum** d/b as **Massillon Bcstg. Co.** to **Massillon Bcstg. Inc.** (Mr. Rosenblum, 85%; **Paul F. Rex**, 15%). Consideration: $300 for Mr. Rex's 15% interest. Mr. Rosenblum owns WACB Kittanning, Pa., and Butler Publishing Co., Butler, Pa. Messrs. Rosenblum and Rex own WISR Butler, Pa. Ann. July 28.

KLTI Longview, Tex.—Seeks transfer of control of **LeTourneau Radio Corp.** from **LeTourneau Technical Institute of Texas** to **E.W. Malone Jr.**, 25%; **Mildred J. Malone**, 25%; **H.A. Bridge Jr.**, 45%, and **H.A. Bridge Sr.**, 5%. All have similar interests in KMHT, KLUE (FM) Marshall, Tex. Ann. July 28.

Hearing Cases

FINAL DECISIONS

By order, Commission made effective immediately June 11 initial decision and granted application of Booth Bcstg. Co. to increase daytime power of WBBC Flint, Mich., from 1 kw to 5 kw and make changes in DA-D pattern, continuing operation on 1330 kc with 1 kw-N, DA-2; engineering condition. Comr. Robert Bartley dissented with statement. Ann. July 29.

By decision, Commission granted application of North Dakota Bcstg. Inc., for new tv station on ch. 11 in Fargo, N.D. Comr. Robert Bartley dissented; Comr. Fred Ford not participating. Initial decision of May 27, 1958 looked toward this action. Ann. July 29.

By order, Commission made effective immediately July 8 initial decision and granted application of Yakima Valley Tv Co. for new tv station to operate on ch. 23 in Yakima, Wash. Ann. July 29.

By decision, Commission granted application of Birney Imes Jr., to change facilities of WMOX Meridian, Miss., from 1240 kc, 250 w, unl., to 1010 kc, 10 kw-LS, 1 kw-N, DA-2, and denied application of Mississippi Bcstg. Co. for new station on 1010 kc, 5 kw, D, DA, in Carthage, Miss. Comr. Fred Ford not participating. May 22, 1958 initial decision looked toward this action. Ann. July 29.

By decision, Commission denied protests by Bakersfield Bcstg. Co. (KBAK-TV, ch. 29), Bakersfield, Calif., and vacated stays and affirmed Dec. 10 and Dec. 30, 1958 grants to Pacific Bcstrs. Corp. and Kern County Bcstg. Co. for new tv stations on chs. 39 and 17, respectively, in Bakersfield. Comr. Rosel Hyde and Comr. R.E. Lee not participating. Ann. July 29.

By order, Commission made effective immediately June 24 initial decision and granted application of Lionel B. DeVille for new am station to operate on 1390 kc, 500 w, DA, D, in Franklin, La. Ann. July 29.

By order, Commission made effective immediately July 2 initial decision and granted application of Paradise Bcstrs. for new am station on 930 kc, 500 w, D, in Paradise, Calif.; conditions. Ann. July 29.

By memorandum opinion and order, Commission (1) granted petition by Dan Richardson to expedite issuance of final order and (2) made effective immediately Aug. 19, 1958 initial decision, as modified by Commission and granted Richardson application for new am station on 550 kc, 1 kw, D, in Orange Park, Fla., and denied application of Joseph M. Ripley Inc., for same facilities in Jacksonville, Fla. Ann. July 29.

STAFF INSTRUCTIONS

Commission on July 22 directed preparation of document looking toward granting application of George A. Brown Jr. for new tv station on ch. 13 in Bowling Green, Ky., and denying competing application of Sarkes Tarzian Inc. Initial decision of Sept. 8, 1958 looked toward grant of Tarzian application and denial of Mr. Brown.

OTHER ACTIONS

By order, on remand by U.S. Court of Appeals for District of Columbia, Commission reopened record in comparative proceeding on application of WORZ Inc., and Mid-Florida Tv Corp. (WLOF-TV) for new tv stations on ch. 9 in Orlando, Fla., for further evidentiary hearing before presiding officer at date to be subsequently announced, on issues to determine (1) whether any of members of Commission who participated in proceedings before Commission which resulted in award of cp for tv station on ch. 9 should be disqualified from participating in reopened proceedings; (2) whether any person or persons influenced or attempted to influence any member of Commission with respect to proceedings resulting in award of cp for ch. 9 in any manner whatsoever except by recognized and public processes of adjudication; (3) whether any party to proceedings before Commission which resulted in award of cp for ch. 9 directly or indirectly secured, aided, confirmed, ratified, or knew of any misconduct or improprieties in connection with proceedings, and (4) to determine, in light of facts adduced upon foregoing issues, whether any of applicants in proceeding should be disqualified from receiving grant of its application; and whether conduct of any applicant, if not of disqualifying character, has been such as to reflect adversely upon such applicant from comparative standpoint.

All parties to this proceeding or to proceeding before court may participate upon request by Aug. 10, and any person concerning whom evidence may be received in hearing shall be permitted to cross examine and submit rebuttal testimony upon request to do so. Ann. July 29.

By order, Commission granted petition by Capital City Television Inc. (KXLJ-TV, ch. 12), Helena, Mont., and accepted filing of late appearance in oral argument on applications of Montana Microwave for extension of present microwave system from Missoula to Helena, Mont. Ann. July 23.

By memorandum opinion and order, Commission denied relief sought by Helena TV Inc., and struck its "Notice of Intervention" in above-mentioned oral argument. Ann. July 23.

By memorandum opinion and order, Commission reopened record in proceeding on applications of Jefferson Radio Co. for new am station on 1480 kc, 5 kw, D, in Irondale, Ala., and Bessemer Bcstg. Inc., to change facilities of WBCO Bessemer, Ala., from 1450 kc, 250 w, unl., to 1480 kc, 5 kw, D (Dockets 12049-50) and remanded case to hearing examiner for further evidence upon existing and enlarged issues, and for issuance of supplemental initial decision; granted motion by Bessemer for leave to amend its application to reflect changes in stock ownership and related financial data.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through July 29

	ON AIR Lic.	Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,335	54	118	695
FM	585	42	155	69
TV	468[1]	53	101	122

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through July 29

	VHF	UHF	TOTAL
Commercial	441	80	521[3]
Non-commercial	33	10	43[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through June 30, 1959

	AM	FM	TV
Licensed (all on air)	3,328	578	466[1]
CPs on air (new stations)	49	44	52[2]
CPs not on air (new stations)	123	147	101
Total authorized stations	3,500	769	667
Applications for new stations (not in hearing)	516	49	51
Applications for new stations (in hearing)	163	22	63
Total applications for new stations	679	71	114
Applications for major changes (not in hearing)	649	41	38
Applications for major changes (in hearing)	57	2	19
Total applications for major changes	706	43	57
Licenses deleted	0	1	0
CPs deleted	0	3	1

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[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

Chmn. John Doerfer not participating; Comr. Robert Bartley concurred in result, with statement. Ann. July 29.

By memorandum opinion and order, Commission reopened record on application of Northside Bcstg. Co. for new am station to operate on 1450 kc, 250 w, unl., in Jeffersonville, Ind., and remanded proceeding to hearing examiner for further evidence on field intensity measurements and on programming offered by WTCO Campbellsville, Ky., party respondent. Comr. John Cross dissented. Ann. July 29.

By memorandum opinion and order, Commission granted petition by Fairview Bcstrs. and amended issues to determine financial qualifications of Sanford L. Hirschberg and Gerald R. McGuire. Fairview and Hirschberg-McGuire are competing applicants for new am stations on 1300 kc in Rensselaer and Cohoes-Watervliet, N.Y. Ann. July 29.

By memorandum opinion and order, Commission denied petition by Upland Bcstg. Co., Upland, Calif., for review of examiner's ruling granting Robert Burdette & Assoc. Inc., leave to amend its application for new station in West Covina to reduce power from 500 to 250 w, change DA system and make other changes to make proposal consistent with the United States/Mexican Agreement. Upland, Burdette, and two other applications involving use of 870, 890 and 900 kc are in consolidated hearing. By separate order, Commission dismissed as moot petition by Upland for enlargement of issues in above-mentioned proceeding. Ann. July 29.

By memorandum opinion and order, Commission dismissed petition by Interstate Bcstg. Inc. (WQXR), New York, N.Y., directed against Nov. 5, 1958 grant without hearing of application of Big River Bcstrs. for cp for new am station (WBAZ) in Kingston, N.Y. Chmn. John Doerfer abstained from voting. Ann. July 23.

Commission set aside its June 24 grant of renewal of license to Orchards Community Tv Assn. Inc., for tv translator station K70BA (ch. 70) in Lewiston, Idaho. This action was taken in view of Orchards' unauthorized operation of another translator station on ch. 76 after Commission had deferred action on such application until Orchards had certified that it had authority from KHQ-TV Spokane, Wash., to rebroadcast its signal. Orchards has 30 days from receipt of notifying letter to reply. Ann. July 23.

By memorandum opinion and order, Commission denied petition by **Electronic Enterprises Inc.** (WITA), San Juan, P.R., for waiver of or exception to Commission Public Notice of Aug. 9, 1946 requiring that action be withheld on all proposals to use 1030 kc until conclusion of "clear channel" proceeding. WITA operates on 1140 kc, 500 w, unl.; has applied for 1030 kc, 1 kw, unl. Ann. July 23.

By order, Commission took following actions with respect to 26 am applications seeking operation on 1550 kc which involve interference problems and other deficiencies concerning 1550, 1570 and 1580 kc; disposed of certain pleadings and specified new hearing issues. Comr. Robert Bartley dissented. (1) Consolidated in hearing following 25 applications (20 for new stations and five seeking change in facilities) with previously designated hearing of Cookeville Bcstg. Co., Cookeville, Tenn.: Springhill Bcstg. Co. Mobile, Ala.; Hall County Bcstg. Co. (WLBA), Gainesville, Ga.; Dixieland Bcstrs., Tampa, Fla.; Southeastern Enterprises Inc. (WCLE), Cleveland, Tenn.; Mitchell Melof, Smyrna, Ga.; Northwest Mississippi Bcstg. Co., Senatobia, Miss.; Star Group Bcstg. Co., Jackson, Miss.; KGMO Radio - Television Inc. (KGMO), Cape Girardeau, Mo.; Irvenna Bcstg. Co., Irvine, Ky.; Union County Bcstg. Co., Morganfield, Ky.; Connolly Bcstg. Co., Bessemer, Ala.; Cosmopolitan Bcstg. Co., New Orleans, La.; Cosmopolitan Bcstg. Co., Memphis, Tenn.; James A. Noe, Baton Rouge, La.; Central State Bcstrs. Inc., Flora, Ill.; John K. Rogers, Bristol, Va.; Gertrude Baker, Poplar Bluff, Mo.; Radio Mississippi, Jackson, Miss.; College Park Bcstg. Co. Inc. (WCPK), College Park, Ga.; Polk County Bcstrs., Tryon, N.C.; Kingsport Bcstg. Inc. (WKPT), Kingsport, Tenn.; Sioux Bcstg. Corp., Coral Gables, Fla.; Birmingham Bcstg. Co., Birmingham, Ala.; Broadcasting Assoc., Dunedin, Fla., and Port Allen Bcstg. Co., Port Allen-Baton Rouge, La. (2) Denied request of Central State Bcstrs. Inc. for additional time to object to its application not being consolidated in hearing previously set on application of Sullivan County Bcstrs. Inc., for new am station on 1550 kc in Sullivan, Ind. (3) Made WFBF Fernandino Beach, Fla., KENT

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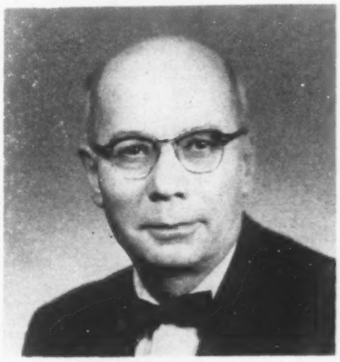

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Shreveport, La., and Sullivan County Bcstrs. Inc., parties to proceeding. Ann. July 23.

Island Teleradio Service Inc., Charlotte Amalie, V.I.; WPRA Mayaguez, P.R.—Designated for consolidated hearing applications by Island Teleradio for new am station on 1000 kc, 1 kw, unl., and WPRA to change operation on 990 kc from 10 kw, DA-1, unl., to 1 kw-N, 10 kw-LS, unl., and move station to Guaynabo; denied request of Island to include issues to determine WPRA's good faith in amending application to change station location to Guaynabo (instead of San Juan as originally requested) and change program proposal to broadcast English language programs, and to consolidate in instant hearing contingent application of WPRA Inc. for new station on 960 kc in Mayaguez. Ann. July 23.

Eastern Idaho Bcstg. and Television Co., Sam H. Bennion, Idaho Falls, Idaho— Designated for consolidated hearing applications for new tv stations to operate on ch. 8. Ann. July 23.

South Minneapolis Bcstrs., Bloomington, Minn.—Designated for hearing application for new am station to operate on 740 kc, 500 w, DA-D. Ann. July 23.

Bald Eagle-Nittany Bcstrs., Bellefonte, Pa.; Suburban Bcstg. Corp., State College, Pa. — Designated for consolidated hearing applications for new am stations to operate on 1390 kc, 500 w, D. Ann. July 23.

WTTN Watertown, Wis.—Consolidated application to change operation on 1580 kc, from 250 w, D, to 250 w-N, 1 kw (CR), D in previously designated hearing on applications of North Shore Bcstg. Inc., and Suburbanaire Inc., for new stations on 1590 kc in Wauwatosa and West Allis, Wis., respectively; made Russell G. Salter, applicant for new station at Aurora, Ill., party to proceeding. Ann. July 23.

Pioneer Bcstg. Co., Spanish Fork, Utah; Fortune Bcstg., Salt Lake City, Utah; KVOG Ogden, Utah—Designated for consolidated hearing applications for new am stations of Pioneer to operate on 1480 kc, 1 kw, D, and Fortune to operate on 1470 kc, 1 kw, D, and KVOG to change operation on 1490 kc from 250 w, unl., to 250 w-N, 1 kw-LS; made KECY Provo, party to proceeding. Ann. July 23.

WKNB, WNBC (TV) New Britain, Conn.—Is being advised that applications for transfer of control and assignment of licenses from **NBC Inc.,** to **Connecticut Television Inc.,** indicate necessity of hearing because of overlap of interest and concentration of control considerations. Ann. July 29.

Commission scheduled following am proceedings for oral arguments on Sept. 18: Louis Adelman, Hazleton, Pa., and Guinan Realty Co., Mount Carmel, Pa., and Town and Country Radio Inc., Rockford, Ill.

Following applications for new fm stations were designated for hearing: WBUD Inc. and Concert Network Inc., both seeking 101.5 mc in Trenton, N.J.; made WFIL-FM Philadelphia, Pa., party to proceeding; Dawkins Espy on 92.7 mc in Glendale, Calif.; made KFAC-FM, KNX-FM and KGLA, all Los Angeles, parties to proceeding.

Routine Roundup

BROADCAST ACTIONS

By Broadcast Bureau

Actions of July 24

KEYD Oaks, N.D.—Granted cp to replace expired permit for am station.

KOOD Honolulu, Hawaii—Granted extension of completion date to November 30.

Actions of July 23

KIRO-TV Seattle, Wash.—Granted license for tv station.

***WBGU (FM) Bowling Green, Ohio**—Granted cp to install new trans. and change trans and studio location; ERP 1.35 kw; ant. 110 ft.

***WOUB-FM Athens, Ohio**—Granted cp to install new trans. and ant.; condition.

KGB-FM San Diego, Calif.—Granted cp to increase ERP to 37 kw.

WTOA (FM) Trenton, N.J.—Granted mod. of SCA to change sub-carrier frequencies from 41 kc and 67 kc to 67 kc and install new equipment; condition.

KOCW (FM) Tulsa, Okla.—Granted mod. of cp to install new type trans.

KTUX Pueblo, Colo.—Granted mod. of cp to install new type trans.

The following stations were granted extension of completion date as shown: K71A0 Wallowa Valley Tv Assn. Inc., Wallowa Valley, Ore. to Jan. 22, 1960; KFIL (FM) Santa Ana, Calif. to Nov. 8; WDLM East Moline, Ill. to Dec. 31; WMBN Petoskey, Mich. to Nov. 14; KBLA Burbank, Calif. to Dec. 21.

Actions of July 22

WAVY-TV Portsmouth, Va.—Granted license for tv station; ERP vis. 316 kw.

WIIC (TV) Pittsburgh, Pa.—Granted cp to install auxiliary trans. and ant. at main trans. site.

WSPD-TV Toledo, Ohio—Granted mod. of cp to make changes in ant. system and other equipment (main trans. & ant.).

Actions of July 21

KLUB-AM-FM Salt Lake City, Utah—Granted assignment of license and cps to **KLUB Bcstg. Inc.**

WQAL (FM) Philadelphia, Pa.—Granted assignment of cp and SCA to **George Voron Co.**

KNUJ New Ulm, Minn.—Granted acquisition of positive control by **Walter K. Michelson** through purchase of stock from **Monte Appel** by **KNUJ Inc.** and the retirement to treasury thereof.

KUAM-AM-TV Agana, Guam—Granted transfer of control from **Harry M. Engel** and **Phillip J. Berg** (each having negative control) to **Harry M. Engel,** et al. (no one having control).

WPRM-FM San Juan, P.R.—Granted license for fm station.

Following stations were granted mod. of license to operate trans. by remote control: WSOC-FM Charlotte, N.C.; KSEN Shelby, Mont., using DA-N; conditions; WSYR Syracuse, N.Y. aux. trans., while using DA-2; condition; WHBC Canton, Ohio, main trans., using DA-N; conditions; KPQ Wenatchee, Wash. change from D to unl., using DA-N; conditions: WSOC Charlotte. N.C.

WJAX-FM Jacksonville, Fla.—Granted cp to make changes in transmitting equipment; condition.

KDMA Montevideo, Minn.—Granted cp to install old main trans. (main trans. location) as aux. trans., employing DA-1.

WBML Macon, Ga.—Granted cp to install new trans. as alternate main trans.; remote control permitted.

WGIL Galesburg, Ill.—Granted cp to install new trans.

KPOL-FM Los Angeles, Calif.—Granted cp to change ERP to 38 kw; condition.

WRJN Racine, Wis.—Granted cps to install new trans. and old main trans. as aux. trans.

Following stations were granted extension of completion date as shown: KJRG-FM Newton, Kan. to Sept. 5; WELI New Haven, Conn. to Jan. 19, 1960; WEZB Birmingham, Ala. to Oct. 15; WPLK Rockmart, Ga. to Aug. 30; WDVL Vineland, N.J. to Aug. 31; KUTE (FM) Glendale, Calif. to Oct. 19; KPLA Plainview, Tex. to Dec. 30; KGFM (FM) Edmonds, Wash. to Dec. 30; WEBR-FM Buffalo, N.Y. to Nov. 15; KPUP (FM) San Francisco, Calif. to Dec. 5; KETO-FM Seattle, Wash. to Aug. 25; KAJS (FM) Newport Beach, Calif. to Nov. 9; WMRW Merrill, Wis. to Oct. 1; WKAN Kankakee, Ill. to Dec. 31.

WIBG Philadelphia, Pa.—Granted request for cancellation of license for aux. trans.

Actions of July 20

WJDY Salisbury, Md.—Granted assignment of license d/b under same name (**Salisbury, Bcstg. Co.**)

KPOP Los Angeles, Calif.—Granted assignment of license to **Standard Bcstg. Co.**

WPVL Painesville, Ohio—Granted assignment of license to **WPVL Inc.**

WNVY Pensacola, Fla.—Granted cp to change trans. location and make changes in ant. (decrease height) and group system. (Utilizing WBOP's tower).

KCMO-FM Kansas City, Mo.—Granted cp to increase ERP to 65 kw; increase ant. height to 850 ft. and make changes in ant. system.

ACTIONS ON MOTIONS

By Comr. T.A.M. Craven

Granted petition by Broadcast Bureau for extension of time to Sept. 10 to file responses to motion by Midcontinent Bcstg. Co. to change and enlarge issues in proceeding on applications of KSOO-TV Inc. (KSOO-TV), Sioux Falls, S.D. Action July 24.

By Chief Hearing Examiner James D. Cunningham

Granted petition by Radio American West Indies Inc., for leave to intervene in proceeding on application of Virgin Islands Bcstg. System for additional time to construct WDTV Christiansted, V.I.. Action July 27.

Scheduled hearing for Sept. 1 in proceeding on application for consent to assignment of licenses of stations KPAM and KPFM (FM) Portland, Ore. Action July 16.

Scheduled hearing for Oct. 1 in proceeding on applications of W.H. Hansen and Grabet Inc., Radio Enterprises, for new am stations in Tucson, Ariz. Action July 20.

By Hearing Examiner J.D. Bond

Granted motion by Broadcast Bureau for extension of time from July 21 to Sept. 10 to file replies to requests for leave to amend filed by E. Anthony & Sons Inc. and Eastern States Bcstg. Corp., in New Bedford, Mass., tv ch. 6 proceeding. Action July 23.

By Hearing Examiner Charles J. Frederick

Upon motion by Community Telecasting Corp., rescheduled for Sept. 14 hearing now scheduled for July 27 in Moline, Ill., tv ch. 8 proceeding. Action July 24.

Scheduled prehearing conference for 2 p.m., July 28 in proceeding on application for consent to assignment of licenses of stations KPAM and KPFM (FM) Portland, Ore. Action July 23.

By Hearing Examiner Millard F. French

Issued memorandum of June 25 ruling sustaining objections to entire line of questioning embracing testimony by KTAG Assoc. (KTAG-TV) in Lake Charles-Lafayette, La., tv ch. 3 proceeding. Action July 24.

On own motion, scheduled prehearing conference for 9 a.m., July 28, in proceeding on am applications of Old Belt Bcstg. Corp. (WJWS), South Hill, Va., and Patrick Henry Bcstg. Corp. (WHEE), Martinsville, Va. Action July 23.

Sustained objections by parties to Tampa Telecaster Inc.'s exhibits 24, 25, 26, 27, 28 and 29 offered July 20 in Largo, Fla., tv ch. 10 proceeding; after consideration of entire record it was concluded that reformed exhibits are based upon equipment proposal which materially varies from that in contemplation when application was filed; exhibits are not admitted in evidence. Action July 23.

By Hearing Examiner Annie Neal Huntting

Granted motion by Valley Bcstg. Co. to correct transcript in proceeding in its application and that of Miners Bcstg. Service Inc., for new am stations in Lehighton and Kingston, both Pennsylvania. Action July 24.

Granted motion by Tri-County Bcstg. Corp., Plainfield, N.J., to extent that transscript in proceeding on its am application, et al., is corrected in accordance with those set forth in Appendix A attached to order. Action July 23.

By Hearing Examiner Forest L. McClenning

By order, formalized certain agreements reached and matters covered at further prehearing conference in Perrine-South Miami tv ch. 6 proceeding; scheduled further prehearing conference for Oct. 8 and further

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hearing to commence Oct. 19. Action July 23.

By Hearing Examiner Herbert Sharfman

Scheduled further prehearing conference for Sept. 10 in proceeding on applications of Binder-Carter-Durham Inc., for new am station in Lansing, Mich., et al. Action July 22.

License Renewals

Granted renewal of license of Gulf Television Corp. station KHOU-TV (main and aux. trans. & ant.), Houston, Tex. (Comrs. Robert Bartley, Fred Ford and John Cross dissented.) Ann. July 23.

Following Texas stations were granted renewal of license: KBAL San Saba; KBRZ Freeport; KBST Big Spring; KCAR Clarksville; KCMC Texarkana; KDLK Del Rio; KERC Eastland; KFJZ Fort Worth; KFYN Bonham; KLLL, KSEL, KFYO Lubbock; KGNC Amarillo; KGRI Henderson; KJIM Fort Worth; KLEN Killeen; KOCA Kilgore; KONO San Antonio; KOYL Odessa; KWFR, KPEP San Angelo; KRIO McAllen; KSET El Paso; KSST Sulphur Springs; KSWA Graham; KTAE Taylor; KTRN Wichita Falls; KTXJ Jasper; KUNO Corpus Christi; KXIT Dalhart; KXOL Ft. Worth; KZEY Tyler; KZIP Amarillo; KZOL Muleshoe; KCMC-TV Texarkana; KGBT-TV Harlingen; KPAC-TV Port Arthur; KPAR-TV Sweetwater; KHGM (FM), *KUHF (FM), KPRC-TV Houston; KRIS-TV Corpus Christi; KTRE-TV Lufkin; KTSM-TV El Paso; KRLD-AM-FM, KBOX, WFAA-TV Dallas; KEEZ (FM), WOAI-TV San Antonio; KCMC-FM Texarkana; *KVOF-FM, KHMS (FM) El Paso; KRKH-FM Lubbock; *KNER (FM), *KVTT (FM) Dallas.

Text of Harris Spectrum Bill

(See story, page 68)

IN THE HOUSE OF REPRESENTATIVES, July 28, 1959, Mr. Harris introduced the following bill; which was referred to the Committee on Interstate and Foreign Commerce.

A BILL

To strengthen the procedures governing the allocation, and to provide for more efficient utilization, of the radio spectrum, and for other purposes.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled.

TITLE I—SHORT TITLE AND PURPOSE

SHORT TITLE

Section 1. This Act may be cited as the "Radio Frequency Allocation Act."

FINDINGS AND PURPOSE

Sec. 2. (a) The Congress hereby finds that the existing authority and procedures for the allocation of radiofrequencies in the radio spectrum as between federal government use and non-federal government use, and for the allocation, assignment, and utilization of radiofrequencies among, to, and by federal government users, are inadequate to serve the present and future needs of the United States.

(b) It is, therefore, the purpose of this act to strengthen such authority and procedures so as to provide for more efficient utilization of the radio spectrum, with a view to serving present and future requirements of the national security, of international relations, of economic, social, educational, and political activities in the United States, and the public interest generally.

TITLE II—ALLOCATION OF RADIOFREQUENCIES AS BETWEEN FEDERAL GOVERNMENT AND NON-FEDERAL GOVERNMENT USES

FREQUENCY ALLOCATION BOARD

Sec. 201. (a) There is hereby created in the executive branch of the federal government an independent agency to be known as the Frequency Allocation Board, referred to in this Act as the "Board".

(b) The Board shall be composed of three members appointed by the President by and with the advice and consent of the Senate. Each member of the Board shall receive a salary at the rate of $20,000 per annum. No member of the Board shall engage in any other business, vocation or employment.

(c) The members of the Board first appointed under this section shall be appointed for terms of three, six, and nine years, respectively, from the date of the enactment of this act, as designated by the President, but their successors shall be appointed for terms of nine years, beginning upon the expiration of the terms for which their predecessors were appointed; except that any individual selected to fill a vacancy shall be appointed only for the unexpired term of his predecessor. Upon expiration of his term of office a member shall continue to serve until his successor is appointed and shall have qualified.

(d) Each member of the Board shall be appointed with due regard for his fitness to perform efficient service on the Board. Each member of the Board shall be a citizen of the United States. At the time of his nomination to the Board he shall be a civilian and shall have had experience in matters directly related to the utilization of the radio spectrum. Not more than two members of the Board shall be of the same political party.

(e) Any member of the Board may be removed by the President for neglect of duty or malfeasance in office but for no other cause

(f) The Board shall choose a chairman for a term to be determined by the Board but no member shall serve as chairman for more than three consecutive years.

EMPLOYES AND PERSONAL SERVICES

Sec. 202 (a) The Board is authorized, subject to the civil-service laws and the Classification Act of 1949, to appoint, prescribe the duties, and fix the compensation of such secretarial, clerical, stenographic, technical, scientific, legal, professional, and other officers and employes as may be necessary to carry out the functions of the Board.

(b) Subject to the standards and procedures of section 505 of the Classification Act of 1949, the Board is authorized to place not to exceed six positions in grades 16, 17, and 18 of the General Schedule established by such act. Such positions shall be in addition to the number of positions authorized to be placed in such grades by such section 505.

(c) The Board is authorized to procure the temporary and intermittent services of experts or consultants or organizations thereof in accordance with section 15 of the Administrative Expenses Act of 1946 (5 U.S.C. 55a) but at rates not to exceed $50 per diem for individuals.

(d) The Board is authorized to obtain, on a reimbursable basis or otherwise, the services of any officer or employe of any other civilian or military department or agency of the federal government in order more effectively to carry out its functions. Each such department or agency is authorized, upon appropriate request, to make such officer or employe available to the Board on a reimbursable basis or otherwise.

INFORMATION FROM OTHER FEDERAL AGENCIES

Sec. 203. The Board is authorized to obtain from any civilian or military department, agency, or officer of the federal government such information as may be deemed necessary or desirable by the Board to carry out its functions. Each such department, agency, and officer is authorized and directed to furnish such information to the Board upon appropriate request made by the Board or any member, officer, or employe thereof.

FUNCTIONS OF THE BOARD

Sec. 204. (a) The Board is authorized and directed—

(1) to conduct on a continuing basis a thorough and comprehensive study and investigation of, and to develop long-range plans for, the utilization of the radio spectrum, including (but without being limited to) the allocation of radio frequencies in the radio spectrum between, and the utilization of such radio frequencies by, federal government users and non-federal government users, in order to ascertain the effectiveness of the utilization of the radio spectrum by, and the division of the radio spectrum among, federal government users and non-federal government users in the light of the needs of the national security and international relations of, and economic, social, educational and political activities in, the United States, and the general welfare of its people;

(2) from time to time on its own initiative, or on application of the Federal Communications Commission or the Government Frequency Administrator, subject to section 206 and to international agreements to which the United States is a party, to allocate radiofrequencies for federal government use and non-federal government use, as the Board deems appropriate, and to modify or cancel any such allocation;

(3) to advise the President in connec-

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tion with matters concerning the foreign relations of the United States insofar as such matters relate to the utilization and division of the radio spectrum.

(b) The Board shall maintain tables of radiofrequency allocations for federal government use and non-federal government use and shall make such tables available for public inspection.

ORDERS OF THE BOARD RELATING TO RADIO FREQUENCY ALLOCATIONS

Sec. 205. The Board, in making, modifying, or canceling allocations of radiofrequencies made by it under section 204 (a) (2), or in refusing to approve any application made to it under section 204 (a) (2) by the Federal Communications Commission or the Government Frequency Administrator, shall act by order, and every such order shall take effect at the time specified therein.

PRESIDENT'S POWERS AS TO ALLOCATIONS INVOLVING NATIONAL SECURITY AND FOREIGN RELATIONS

Sec. 206. (a) The Board, upon issuing any order referred to in section 205, shall promptly transmit a copy thereof to the President. The President, if he is of the opinion that the order of the Board involves a question or questions of national security or foreign relations, may, notwithstanding the foregoing provisions of this title, by order suspend the taking effect of the Board's order for such period as he deems necessary for the consideration of such questions. After consideration of the matter he may by order, if he deems it necessary or appropriate to do so in the interest of national security or foreign relations, (1) fix a different time for the taking effect of the order of the Board, (2) set aside the order of the Board, or (3) make or direct the making of such allocation of radiofrequencies, or take or direct the taking of such other action as he deems necessary or appropriate.

(b) Whenever the President determines that there exists an emergency involving national security or foreign relations which requires allocation of a radiofrequency for federal government or non-federal government use and that need for prompt action makes it impracticable to rely on the procedures provided for by the foregoing provisions of this title, he may by order, without regard to such provisions, make the allocation deemed by him to be necessary.

TITLE III—ASSIGNMENT OF RADIOFREQUENCIES TO FEDERAL GOVERNMENT STATIONS

AMENDMENT TO SECTION 305 (A) OF COMMUNICATIONS ACT OF 1934

Sec. 301. (a) The second sentence of subsection (a) of section 305 of the Communications Act of 1934 (47 U.S.C.) 305 [a], which reads as follows: "All such Government stations shall use such frequencies as shall be assigned to each or to each class by the President." is hereby repealed.

(b) The third sentence of such subsection (a) is amended by striking out "All such stations" and inserting in lieu thereof "All federal government stations," and by inserting the word "federal" before the word "government" in each place where it occurs.

POWERS OF THE PRESIDENT

Sec. 302. The radiofrequencies used by federal government stations or classes thereof shall be those assigned by or under the direction of the President from among the radiofrequencies allocated for federal government uses.

GOVERNMENT FREQUENCY ADMINISTRATOR

Sec. 303. In order to assist the President in carrying out his authority under section 302, there is hereby created a Government Frequency Administrator, referred to in this Act as the "Adminstrator." The Administrator shall be appointed by the President, shall be a citizen of the United States, and shall receive a salary at the rate of $20,000 per annum. The Administrator shall be responsible solely and directly to the President or such official as the President may designate and to no other authority in the executive branch.

FUNCTIONS OF GOVERNMENT FREQUENCY ADMINISTRATOR

Sec. 304. Subject to the authority, supervision, and control of the President, the Administrator—

(1) shall conduct on a continuing basis a thorough and comprehensive study and investigation of the allocation of radiofrequencies among and utilization of radiofrequencies by the departments and agencies of the federal government in the light of present and future needs of such departments and agencies; and

(2) shall allocate radiofrequencies among and assign radiofrequencies to the departments and agencies of the federal government pursuant to the authority granted by or under section 302; and may modify or cancel any such allocation or assignment.

EMPLOYES AND PERSONAL SERVICES

Sec. 305. (a) The Administrator is authorized, subject to the civil-service laws and the Classification Act of 1949, to appoint, prescribe the duties, and fix the compensation of such officers and employes as may be necessary in carrying out the functions of the Administrator.

(b) The Administrator is authorized to obtain, on a reimbursable basis or otherwise, the services of any officer or employe of any other civilian or military department or agency of the federal government in order more effectively to perform his functions. Each such department or agency is authorized, upon appropriate request, to make such officer or employe available to the Administrator on a reimbursable basis or otherwise.

INFORMATION FROM OTHER FEDERAL AGENCIES

Sec. 306. The Administrator is authorized to obtain from any civilian or military department or agency of the federal government such information as he may deem necessary to carry out his functions. Each such department or agency is authorized and directed to furnish such information to the Administrator upon appropriate request made by the Administrator or any of his personnel.

TITLE IV—MISCELLANEOUS PROVISIONS

PUBLICATION OF ORDERS

Sec. 401. The orders of the President and of the Board under this Act shall be published in such manner as the President or the Board, as the case may be, shall determine.

EXEMPTION FROM ADMINISTRATIVE PROCEDURE ACT

Sec. 402. The Administrative Procedure Act shall not apply with respect to the exercise under this Act of any function or power of the Board, the Administrator, or the President.

ANNUAL REPORTS

Sec. 403. The Board and the Administrator each shall submit to the President, for transmittal to the Congress, an annual report of their respective activities. Each such report shall include such information and data as may assist the Congress in appraising the policies and work of the Board or the Administrator, as the case may be, in carrying out this Act, together with such recommendations as the Board or the Administrator deems appropriate.

SAVING PROVISIONS

Sec. 404. (a) Unless and until modified, superseded, or canceled by the exercise of authority granted by title II or III of this Act, allocations or assignments of radiofrequencies made under other provisions of law shall continue in effect according to their terms as though this Act had not been enacted.

(b) Nothing in this Act shall affect the power of the Federal Communications Commission to allocate and assign radiofrequencies to non-federal government users under the Communications Act of 1934.

EFFECTIVE DATE PROVISIONS

Sec. 405. This Act shall take effect on the date of its enactment, except that—

(1) Sections 202, 203, 204, 205, and 206 shall take effect when the members of the Frequency Allocation Board first appointed under this act have been appointed and have taken office.

(2) Sections 301, 302, 304, 305, and 306 shall take effect when the Government Frequency Administrator first appointed under this act has been appointed and has taken office.

86th CONGRESS (1st Session)
H.R. 8426
A BILL

To strengthen the procedures governing the allocation, and to provide for more efficient utilization, of the radio spectrum, and for other purposes.

By MR. HARRIS

July 28, 1959
Referred to the Committee on Interstate
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Weighs only 68 lbs.

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Lightweight, compact remote console —only 46" long, 17" wide, 31" high. Folds to 46"x17"x10"—easily carried in trunk or rear seat of car.

The three-channel Collins Announcer is completely transistorized; plugs into any 110 volt outlet. It sets up anywhere—puts you on the air with complete studio console facilities. Ideal for shopping center promotions, disc jockey dances or remote studios. Features: Two 12" Collins TT-200 turntables, two Audax tone arms with G.E. variable reluctance heads, sapphire needles, line block, headphone and mike jack. Contact Collins for further information.

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RADIO

Help Wanted—Management

Manager-sales manager with small investment of $5,000.00 for ¼ interest in station. Real opportunity in a real market. Box 847M, BROADCASTING.

New Carolina small market needs experienced manager capable of and willing to sell. Sober, civic minded, family man wanted. $125.00 weekly, plus percentage. Write Box 942M, BROADCASTING.

Sales manager for NYC office of new specialized-programming radio network. National radio sales experience essential. Top salary. Box 963M, BROADCASTING.

Sales

. . . **the reason** this ad isn't under management is because at our 4 metropolitan southern independent stations, we adhere to a policy of promoting from within. We're going to need 3 more managers in the next 3 years. We've built 4 tremendously successful stations—either No. 1 or No. 2 audience rated. We think you'd expect someone to prove himself in sales first before you promoted them—just as we do. Once you become a manager—possibly in 2 years—it's a lifetime job. Perhaps we're looking for each other. Why don't you send your resume, a late photograph and your philosophy of radio tonight to Box 571M, BROADCASTING.

Salesmanager—experienced. Great potential with established northern New York station. Write full details including salary requirements. Box 893M, BROADCASTING.

Upstate New York immediate opening for young man who desires real challenge. Terrific market never developed. Hard worker who can sell, announcer, write his own copy, handle sports and special events. Be the town's most important man. Low salary, big commissions. Here is a golden opportunity for a man starting low and building up. Small staff, all hard workers. We need you and maybe you need us. All replies strictly confidential. Box 907M, BROADCASTING.

Carolina single market has immediate opening for good salesman. Plenty of opportunity. Start $100 weekly. Commission arrangement. Write Box 943M, BROADCASTING.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Californians only. Aggressive salesman needed by medium market regional. Good guarantee and commission plus expenses and incentives. Good client list assures five figure earnings for right man. Write full particulars to Jack Hamilton, KIDD, Monterey, California.

West Texas station has immediate opening in sales, some announcing preferred, but not essential, single market. Good opportunity for advancement. Contact Clint Formby, Partner-Manager, KPAN, Hereford, Texas.

Announcers

Winter will be here before you know it then you will wish you had answered this ad. This is your opportunity to trade your overcoat in for a palm tree. Florida is calling, offering a swinging dj the finest working conditions, $125 per week to start and relaxation on the beach. Location? Not Miami, but between Miami and West Palm Beach. Air mail your tape and resume now and be the wise one who realizes that opportunity knocks but once. Box 698M, BROADCASTING.

Wanted: Top flight staff announcer. Good position open with outstanding mid-west station. Box 736M, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Experienced announcer needed by fulltime station in progressive Georgia small market, near Atlanta. Good working conditions and benefits. Above average salary to right man desiring permanent position. Write Box 700M, BROADCASTING.

Experienced, versatile announcer good music station vicinity Cleveland. $125.00 plus opportunity to sell. Send tape and resume. Personal interview necessary later. Box 789M, BROADCASTING.

Opportunity for married staff announcer. Send resume. Network station, Texas. Box 897M, BROADCASTING.

Top flight voice for production commercials to handle continuity department and small amount of air work each week. Central U.S., medium market. Start $85.00. Send tape of commercial production and all background details. Box 825M, BROADCASTING.

Attention gals. Fast growing network with new and exciting promotional ideas desiring women announcers, news director, program director, sports, and sales with good voices, personalities, and attractive appearance. Dramatic experience would be an asset. Want women with first-class engineering license—no maintenance. Wonderful opportunity for advancement to management. Experience preferred. Rush tapes, resume, and pictures to Box 851M, BROADCASTING.

1st phone only. Illinois station needs top flight voice. Three years experience minimum. No top 40, but tight production. Must be air-salesman. No maintenance. Send commercial tape, background resume and photograph. Start $475.00. Box 857M, BROADCASTING.

Upstate New York immediate opening for young man to work night dj shift, read and edit news, develop and handle record hops. 16 central high schools in our area. Start low, build up. This is not a gray train, it's hard work and you can cash in on record hops and make money as you develop. Box 906M, BROADCASTING.

Lively, hard-sell morning man emphasizes country-western, gospel, but capable pop for good-sounding station small but progressive Carolina market near mountains. Permanent, profitable opportunity. Box 919M, BROADCASTING.

1,000 watt "easy-swing", happy station-first in 150,000 market needs one dj, one first-ticket dj, and one newsman. Good, steady men with families who want to settle. $400. Box 921M, BROADCASTING.

Immediate opening. Southwestern Michigan daytimer, news and music station, with country/western evenings and after-noon man. Right man may become pd. Sales ability or traffic experience helpful. Must be sober. Send tape, resume and photo to Box 929M, BROADCASTING.

Top dj's wanted. Northern Ohio. Personal interview. No tapes. Box 936M, BROADCASTING.

High calibre community station needs experienced announcer. Must be conscientious, reputable and dependable; others, do not apply. New modern air-conditioned facilities in friendly North Carolina town. Rush tape and resume. Box 940M, BROADCASTING.

Announcer with first class ticket and maintenance experience for Carolina station. $80.00 weekly. Write 944M, BROADCASTING.

1st phone—with some announcing, remote operation. Pull shift from modern air-conditioned studios. Box 954M, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Prefer an announcer with interest in local news. Good opportunity for right man. Single market, progressive west Texas station. Opening is immediate. Box 964M, BROADCASTING.

Vacancy for competent and versatile announcer with first class ticket. Opportunity for experienced man, preferably with potential for directing and for other responsibilities in the program department with the new KSJB, Jamestown, North Dakota. KSJB is a large, 5000 watt, regional operation, and offers a golden opportunity for an aggressive young announcer. Please send tapes, snapshots and details with first letter to the Program Manager, KCJB, Box 1721, Minot, North Dakota.

DJ-first engineer—position open now with number one music-news operation in Oregon's second market. 5 station market so you must be good. Start at $500.00 per month. Can double your income through sales if you desire. Call, write, or wire Rod Louden, Radio KEED, Eugene, Oregon.

Combo-staff announcer with first class ticket. No maintenance. Contact G.C. Packard, KTRC, Santa Fe, New Mexico.

The No. 1 sports station in the nation, KOCA, Kilgore, Texas has immediate opening for experienced football and basketball play-by-play man with sales ability. $75.00 weekly. Starting salary plus sales commission. Submit resume and tape.

Personable announcer-operator who really likes radio, people, small city. Send full information about yourself and audition tape to R.B. Cupp, Owner, KOFO, Ottawa, Kansas.

Opening for experienced adult dj with better-than-average voice. Play-by-play helpful but not mandatory. Send complete details, including snapshot and returnable tape to Manager, KSWS, Roswell, New Mexico.

Sportscaster for high school football and basketball play-by-play and combo staff announcer. Contact G.C. Packard, KTRC, Santa Fe, New Mexico.

Announcer, experienced for 5,000 watt fulltime independent with strong local format near Philadelphia. Insurance, profit sharing, paid vacations, other benefits. WCOJ, Coatesville, Pennsylvania.

Wanted, outstanding production man to create and tape production commercials, tape and edit special event features, handle three hour daily popular music show. Excellent salary. Resume, sample tapes, photo to Manager, WCSH-Radio, Portland, Maine.

Do you swing. New expanding organization needs top-flight air men, combination music and news. Rush tape and resume to Stan Major, Program Manager, WIRL, Peoria, Ill.

If you'd like to work in California or Arizona, send for application form. Box 812, Eureka, California.

Versatile, topgrade news-music announcers sought for local and regional network staffs. No dj's. Write Ed Robbins, Herald Tribune Radio Network, 440 Lexington Avenue, Mt. Kisco, N.Y.

Technical

Wanted: experienced engineer. Take complete charge engineering department. Excellent position for right man. Box 735M, BROADCASTING.

Young man with first phone who wants experience in engineering and announcing—young staff, all new equipment, small market in northeast. Send full resume, photo and tape to demonstrate voice quality. Box 813M, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Wanted: Chief engineer, combination man preferred, for progressive 1,000 watt southeast Georgia station. Send resume, references, photograph, salary expected and sample tape immediately to Box 895M, BROADCASTING.

1st phone—No experience necessary. Opportunity for that needed first job. Box 953M, BROADCASTING.

Engineer-newsman, 1st class ticket, experienced. No loafers, drinkers or drifters. Man with plenty of hustle and good references. Personal interview, contact Jim Risner, Owner-Manager, Radio KRMS, Osage Beach, Mo.

Experienced transmitter engineer, no announcing required, act as chief. Opening September 1. Reply full details WASA, Havre de Grace, Maryland.

Experienced am-fm chief engineer, beginning salary **$430.00** month. Very light announcing. Contact General Manager, S.A. Hasson, **WROY**, Carmi, Illinois with complete resume.

First phone-announcer, immediate opening, good salary WVOS, Liberty, N.Y.

Production-Programming, Others

News director. Leading independent in major market interested in trained radio news director. Must be skilled in modern news presentation and capable of directing news staff. Send biography, recent photo, salary expected. Box 903M, BROADCASTING.

Wanted: News editor with a minimum of two years experience in news gathering and announcing. Opening available, September 1, at Wisconsin 250 watt Mutual Network operation. Send letters and audition if you are interested. Box 923M, BROADCASTING.

Immediately, top production man, 500 to start, must know tight top 40 operation. Send tape and resume. Box 951M, BROADCASTING.

Newsman to gather, write, air local news. Aggressive, accurate, authoritative. Illinois. $390/month. Box 957M, BROADCASTING.

Farm director with first class ticket. Early morning and noontime programs; interviews; Illinois. Part time sales. Resume and starting conpensation required to Box 958M, BROADCASTING.

Louisville's number one independent radio station needs all-around Gal Friday who is also well qualified in continuity and traffic. Salary open. Contact, immediately, Manager, 409 Speed Building, Louisville, Kentucky.

News editor for metro market. News is our top commodity so experience and enthusiasm are essential. Pay and incentives above average for the area. WRRR, Rockford, Illinois.

Experienced newsman wanted as quarter-time assistant in radio news while taking graduate work. School of Journalism, University of Iowa, Iowa City, Iowa.

Situations Wanted—Management

Proven, young, energetic sales manager earning $10,000 ready for general manager position. Top announcer, creative producer-writer, sales leader. Experienced both major and small markets. Fresh, imaginative ideas. Married. College. Civic-minded. Best references. Prefer west. Do you have challenge for me? Box 628M, BROADCASTING.

General manager. 13 years with present station which I founded. 22 years in radio as announcer, program director, sales manager and vice-president. Musician. Age 41. Happily married 21 years. Two children. Past president Jaycees, Lions Club, board member State Broadcasters Association. Prefer small market station in Arizona, Utah, Colorado. However, will consider all offers. References gladly exchanged. No miracle man but steady, sober, honest. Present salary **$10,000.** Box 914M, BROADCASTING.

Situations Wanted—(Cont'd)

Management

You need us to do it again! For you! Manager and commercial manager major market experience can up your ratings and billings. Two key men who are now producing in highly competitive market. Exceptional records. Salary plus percentage of gross billing. Available in 30 days. Let's talk now. Box 930M, BROADCASTING.

Aggressive broadcast executive with 18 years experience now available. Experience includes 13 years as working sales manager, and general manager in radio and television in medium and metropolitan markets. Extremely able, capable, best references, married, college graduate, age 43. Confidential Box 955M, BROADCASTING.

Sales

Sales and dj with management ability. Mature, married, well educated, unusual copywriter. Experienced in public relations. Ten years in seasonal market. Proven sales ability also air personality. Presently employed—highest recommendations. Strong on interviews and "off the cuff" shows. Want permanent job with future. Not a floater. Box 939M, BROADCASTING.

Announcers

Announcer, 2 years experience. Married, 30, veteran. Reliable, good delivery. Box 845M, BROADCASTING.

Sports announcer, seven years background play-by-play. Top references. Box 848M, BROADCASTING.

Peppy, perk, personality dj. First phone. Modern radio and power station experience from top rated station in its area. Bright, snappy show. Box 902M, BROADCASTING.

Announcer-sales. 1 year experience. Mature, sober, reliable, permanent work. Box 904M, BROADCASTING.

Country music dj, sober, reliable, references, creative worker. Desires to relocate. Box 905M, BROADCASTING.

C/w dj forced out by policy changes. Vet. First phone. Make offer. Box 913M, BROADCASTING.

Reliable—Hard working—Married vet, 25 with limited experience desires to further that experience and settle down in growing community. Some college-school trained. Box 915M, BROADCASTING.

Grad. Varied experience. Anything southern California. Slow home tape, information. Box 920M, BROADCASTING.

Announcer with 1st phone ticket. Eleven years experience. Family man desires permanent employment in Minnesota or Wisconsin. Box 924M, BROADCASTING.

Announcer-dj. Good voice. Wants start in radio. Some experience. Will travel. Box 926M, BROADCASTING.

Experienced, glib adult dj-staffer desires to relocate. Over two years experience in major Michigan and Wisconsin markets. Can and will produce. No formats. Presently employed. Box 927M, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Versatile, dependable. 30. Six years experience. Prefer 5k up. No smaller. Minimum $100 week. Available 2 weeks notice. Box 934M, BROADCASTING.

Five years experience in all phases of radio with limited tv experience. Married, veteran, presently in small market, desiring step-up. Willing to work hard for right opportunity. Resume and tape on request. Box 949M, BROADCASTING.

Sportscaster, just back from Europe seeks football-basketball radio and tv position. Will work sports around calendar. Also experienced as news director. All particulars available. Box 950M, BROADCASTING.

Country music dee-jay. Can sell. Young, family man. Plenty experience. Write Box 961M, BROADCASTING.

Play-by-play sports is my line. Good newsman. Experienced all phases. Desire to re-locate before school term. Box 962M, BROADCASTING.

Experienced staff announcer. Single. Go anywhere. Robert Cohen, 234 Crescent St., New Haven, Conn. UN 5-3528.

Cholly 'Knickerbocker' Brown sez: "I'm a nite pitchman—music-man, cooperative fellow with a flair for keeping—pulling in business. Mature, smooth voice. Per week 100 clams. Call now. Amhurst 8-7936, 502 Annadale Dr., Columbus 14, Ohio.

Announcer-sports, staff. Salary secondary to opportunity. Prefer midwest, but will travel. Tony Trunkel, Willard, Wisconsin.

Technical

Chief engineer, experienced, desires daytime station in south Florida. Reply Box 806M, BROADCASTING, or phone Cocoa, Florida, NE 6-1499.

Fully experienced, hard working chief available. Prefer competitive market in Texas-Louisiana area. Box 811M, BROADCASTING.

Chief engineer. Ten years radio. Studio and transmitter maintenance. Remote control. Box 832M, BROADCASTING.

First phone, presently employed as chief engineer-announcer, desires employment upper midwest. Box 843M, BROADCASTING.

Engineer, ten years experience part as chief; five at one station. Go anywhere, available immediately. Box 928M, BROADCASTING.

Engineer 1st class. Married, sober, reliable. 9 years experience. AM, fm, studio and transmitter, multiplex, remote control, construction. Maintenance on all equipment. Box 933M, BROADCASTING.

Young, ambitious RCA grad with phone looking for position as responsible engineer or chief in small station. Willing to relocate anywhere except deep south. Richard Arenson, 33 Marion Ave., Merrick Ave., Merrick, N.Y. FR 8-3266.

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To sell recorders to men at top levels of management and engineering in TV broadcast and closed-circuit installations. Should have at least 5-yr. background in technical and/or program sales. Supervisory experience desirable. College degree or equivalent.

Camera & TV System Sales Representatives

To sell complete Videotape* systems to men at top levels of management and engineering in TV broadcast and closed-circuit installations. Should have at least 5-yr. background in technical and/or program sales or program production/direction. Supervisory experience desirable. College degree or equivalent.

TV Systems Installation & Maintenance Engineers

To install and service VR-1000B recorders and TV cameras. Should have at least 5-yr. background in TV equipment maintenance with some supervisory experience. College degree or equivalent with emphasis in technical subjects.

TV Camera & Recorder System Engineers

To design and diagram Recorder system applications, including camera and other tie-in equipment. Should have at least 5-yr. background in TV station design engineering. Supervisory experience desirable. Engineering degree or equivalent.

For a personal interview, *please send detailed resume including references to: John K. Doolittle, Ampex Corporation, Personnel Department, 2400 Bay Road, Redwood City, California.*

934 Charter Street

AMPEX
CORPORATION
professional products division

Redwood City, Calif.

*TM Ampex Corporation

Offices and Representatives in Principal Cities Throughout the World

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ANNOUNCING OPPORTUNITY

AM-TV operation has top pay opening for top quality airman. Location . . . Pacific Northwest. Send details, employment data, references and tape to

Box 925M, BROADCASTING

Situations Wanted—(Cont'd)

Technical

First class—Electronics graduate, married, reliable, desire to learn. Billy Brewer, 3307 Amherst, Lubbock, Texas, PO 2-3254.

Chief, construction, modernization, operation. Have tools, test gear, transportation. Fair announcer. Some experience in accounting, sales, management. Mature family man. College graduate. Southeast only. C. G. Huey, 1001 SW 24th Ave., Ft. Lauderdale, Fla.

Chief engineer-announcer. Well qualified-experienced. Good voice. Dale Woodbine, Phone 291-R, Tifton, Ga.

Production-Programming, Others

Combination, experienced, conscientious newsman-swingin', versatile dj. Desires relocation to "active" station. College grad. A worker! Box 900M, BROADCASTING.

News director 18 years experience radio-tv. Currently employed. Experienced mobile units, setting up departments. Want right spot in central or southern California only. Box 912M, BROADCASTING.

Family man, 12 years experience radio-tv programming, production, announcing, writing, desires permanent position in midwest. Write Box 935M, BROADCASTING.

Copywriter in progressive small town "good music" station wants position in metropolitan area. Write Box 937M, BROADCASTING.

Newsman: Strong on delivery, light experience in gathering and writing. Desires to work more in reporting. 2 years journalism school. 16 months newscasting and staff work. Box 960M, BROADCASTING.

Gal Friday extremely well versed radio continuity and traffic director, (traffic preferred) desires relocating. Excellent references and proven record over three years with leading midwest station. Available immediately. Jeanness Rystad, 312 Skidmore, Grand Forks, North Dakota, ph. 4-90-76.

TELEVISION

Help Wanted—Sales

Experienced tv salesman for Chicago representative. Prefer man age 25-32. Box 170M, BROADCASTING.

Local sales manager—Low V station southeast in first 100. Experience must include record in local sales development, also sales presentation development and knowledge of tv operation. Salary plus incentives. Send full particulars, references, photo to Box 948M, BROADCASTING.

Leading tv station in nine property broadcast group now looking for aggressive young man to join tv sales staff in Las Vegas. Sales experience preferred. Guarantee of $100/wk. Other salesmen make $600 to $900 per month, so can you! Fine opportunity for right man to move up in growing organization. Send resume to Stu Leslie, % KLRJ-TV, Box 550, Las Vegas, Nevada.

Announcers

Can a man over 35 find happiness as an announcer for a leading mid-west tv station? We think so. If you agree, write full details to Box 966M, BROADCASTING. Personal interview in Michigan absolutely necessary.

Need announcer-switcher for NBC interconnected station. Salary plus talent. KRSD-TV, Rapid City, South Dakota.

Technical

Wanted: Assistant chief engineer for Florida vhf. Prefer man with RCA studio and transmitter maintenance experience. All replies given careful consideration. Send resume and salary requirements to Box 854M, BROADCASTING.

TV studio engineer. Prefer experience, but radio experience and desire to learn tv would be adequate. Air mail full details to Manager, KSWS-TV, Roswell, New Mexico.

Help Wanted—(Cont'd)

Production-Programming, Others

Experienced director-switcher. Accurate, attentive to details. Able to direct others amicably. Medium size mid-west station. Box 834M, BROADCASTING.

Expanding midwest tv seeks commercially experienced directors, announcers, engineers, film editors, studio cameramen. Need complete resume. Box 863M, BROADCASTING.

Staff artist. Must be fast and versatile—do set design, pliant art work, station promotion, ad layout. Excellent opportunity for creative expression and heavy live color operation. Major mid-west market, vhf. Looking for man to grow with new station. Box 941M, BROADCASTING.

TELEVISION

Situations Wanted—Sales

Salary secondary to television opportunity. I specialize in tough sales problems, am seeking challenging television sales managership. Top biller five years major eastern market, two years multi-station. Aggressive, hard working team player, late thirties, church member. Box 830M, BROADCASTING.

Announcers

TV-radio announcer. First phone. Experienced on camera and booth. Sold radio time. Want position Florida only. Box 945M, BROADCASTING.

Successful teacher with tv art experience desires announcing, directing. Creative with diversified interests and talents. Excellent references. Box 959M, BROADCASTING.

Technical

Transmitter engineer: Young man, married, growing family, presently employed N.E. vhf one year. Previous radio, 1½ year tech. school. Ham 5 years. Seeking desirable permanent position and home. East preferred. Box 901M, BROADCASTING.

Engineer-studio or transmitter, 1st phone, no experience, willing to learn. Box 952M, BROADCASTING.

Five years am chief wants television transmitter shift. Box 965M, BROADCASTING.

Production-Programming, Others

Production assistant, five years experience large market, desires relocate small market as production manager. Salary open, family, college graduate, highest references. Box 477M, BROADCASTING.

Available September—Production manager. Eight years network experience. For resume and information write Box 849M, BROADCASTING.

New York tv school grad. Looking for actual experience in tv production. Excellent music background. Willing to work hard. Box 881M, BROADCASTING.

Production assistant, 3 years experience in large market desires to relocate small market as production manager. College graduate, family, highest references. Salary open. Box 932M, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Director, presently employed—wants station with live programs. Box 938M, BROADCASTING.

Five piece band available September First with a show that gets viewers from 2 to 102 with a copyrighted format strictly commercial. Five years on Grand Ole Opry. Now doing seven tv shows weekly. Handle commercials. Wire or call Cousin Wilbur, WJBF-TV, Augusta, Ga.

Television director—Available immediately. B.S. Radio-Television Indiana University. Experienced all phases. Complete personal history and references ready to send. David E. Rice, 625 West Washington Street, South Bend, Indiana. CEntral 3-2531.

FOR SALE

Equipment

Complete 25 kw tv transmitter channels 2-6. Also 25 kw tv power amplifier channels 7-13. Write for details. Box 922M, BROADCASTING.

2-CB-11 Gates turntables $100.00 each. 2-RCA transcription arms $30.00 each. P.O. Box 433; Terre Haute, Indiana.

Complete radio broadcasting equipment—RCA model 5 DX transmitter, 5 kw, now operating in good condition on 1150 kc. Includes three Blaw Knox self-supporting antenna, 223, 223, and 465 feet high, tower beacon equipment, transmission lines and couplers, monitoring and metering devices, and text equipment. Sealed bids will be opened at 2:00 P.M., CST, August 25, 1959. Address inquiries and requests for bid forms to Director of Business Affairs, East Baton Rouge Parish School Board, P.O. Box 2950, Baton Rouge, Louisiana.

Weather warning receivers for Conelrad and Disaster Weather Warnings Air Alert II—$46.50, Air Alert I—$89.50. Miratel, Inc., 1082 Dionne St., St. Paul 13, Minn.

Two RCA TK20 Iconoscope film camera chains with usable tubes, less camera cables, power supplies and master monitors, $600.00 each. Two GE 16mm Syncrolite film projectors, $850.00 each. One GE PF-3C 3x4-inch slide projector, $400.00. Contact W. J. Kotera, WOW-TV, Omaha, Nebraska, phone WE 3400.

Stephens Wirless microphone complete, used, in excellent condition—$250.00. Camera Equipment Co. Inc., 315 W. 43rd St., New York, JUdson 6-1420.

435 Foot uniform cross section tower of 20 foot welded sections, 40 inch face, with lighting equipment, Lapp 9004 base and 8523 cone-type guy insulators. Tower used 1 year, on ground with new prime coat. Have new sections and plans to extend height to 540 feet. Wind loading 40 pounds. WOAI, San Antonio, Texas.

Commercial crystals and new or replacement crystals for RCA, Gates, W.E., Bliley and J-K holders, regrinding, repair, etc. BC-604 crystals. Also am monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronic Co., Box 31, Temple, Texas.

WANTED TO BUY

Stations

Looking for us? We're looking for you. Small market station our goal. West preferred. Considerate and reasonable with your offer. Let us hear from you. Box 627M, BROADCASTING.

Equipment

Tape recorder, professional type, rack mounted or portable. Box 726M, BROADCASTING.

Wanted: Used RCA orthicon camera chain in good condition. Reply to Box 852M, BROADCASTING.

Used magnamite tape recorder, 7½ ips, in good condition. State price. Box 911M, BROADCASTING.

Late model fm transmitter and antenna. Combination must produce minimum of 60 kw ERP and be capable of multiplexing. Box 917M, BROADCASTING.

10 kw high band vhf-tv transmitter in first class condition plus 12 bay antenna. Must be top quality, no junk. Box 918M, BROADCASTING.

6N or 8N disc cutter with amp. Qualified to cut masters. New in business, can't afford large price. Box 931M, BROADCASTING.

Wanted, several OP-6 and OP-7 remote amplifiers in good condition. Call collect Al Pierce, WBBM-TV, Chicago.

Used studio console in good condition. State make, model and price. Reply to John L. Knollman, C. E., WBRV, Boonville, N.Y.

INSTRUCTIONS

F.C.C. first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City, and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting Sept. 2, Oct. 28, 1959, January 6, March 2, 1960. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

MISCELLANEOUS

Qualified consulting engineer. Specializing in daytime applications, frequency surveys, and power increases. Area west of the Mississippi. Douglas F. Mariska, 1006 East 16th Avenue, San Mateo, California.

Ready for Fall? For discriminating sponsors, order custom radio spots. No jingles. M-J Productions, 2899 Templeton Road, Columbus, Ohio.

DISC JOCKEYS • • • *Take a Giant Step*

• • • advance to Top Twenty Market With

50,000 Watts of WNOE *The South's Top Independent*

#1 by Hooper and Nielsen

Top salary plus outside opportunities other stations can't offer.

- If you think you're good . . . Prove it by an airmail special up-tempo music and news air check to Bud W. Connell, WNOE, St. Charles Hotel, New Orleans, Louisiana.

RADIO

Help Wanted—Announcers

TOP FLIGHT DISC JOCKEY

Metropolitan Area Over One-Million

Please send pictures complete resume and tape to

Box 946M, BROADCASTING

Help Wanted—(Cont'd)

Management

STATION MANAGERS

Here's a real opportunity for one who is strong on sales, willing to work and ambitious as to future. Must have had experience in both AM and FM and with knowledge of multiplexing. Northeast section of U.S. Good salary plus profit sharing. Further advancement as justified by results. Send photo, complete details, first letter. All replies confidential.
Box 908M, BROADCASTING.

Sales

WANTED . . . FOR NEW SPARKS-RENO AREA DAYTIMER
1 KW—1270 KC—1 KW

To share in profits, no investment necessary except your ability.

— Sales Manager —

3—Disc Jockey Salesmen—3

Prefer people established in Reno area. Send replies, confidential to: Ed Jansen, Lakeside Broadcasters, 2020 East Charleston Blvd., Las Vegas, Nevada.

FULL TIME MIAMI, FLORIDA RADIO STATION

Looking for DJ who thinks he knows the right answers

Send tape, complete background and a picture not over 3 months old to:

Box 836M, BROADCASTING

RADIO

Situations Wanted—Management

WE RECOMMEND*****
FOR MANAGEMENT***

WNEG's Promotions Manager Ray Shader. Veteran, married, 3 children . . . age 36. 12 years experience all phases. Versatile . . . ambitious, capable. All inquiries answered.

Charles & Roy Gaines
Co-Owners
Stephens County Broadcasting Co.
Toccoa, Georgia

Announcers

QUALITY

Top AM-TV announcer-newsman, with proven commercial record, the top rated on-camera news show in large metropolitan market. Seeking permanent position with large AM-TV station. Network and local background, excellent references, married, college trained. Presently employed in large network and local operation.
Box 916M, BROADCASTING

FOR SALE

Equipment

WEATHER • RADAR

Raytheon 10 CM 275 KW Output PPI Presentation 4, 20, 80 mile range. In use today by several broadcast stations. Complete with instruction books and instal. diags. In new factory condition. Picks up clouds at 50 miles. $950.

Westinghouse 3 CM 40 KW Output PPI Presentation. ½, 2, 10, 40 plus mile range. Complete in new factory condition with instruction books and spares. $2200.

General Electric Automatic Tracking Radar 10 CM. 275 kw. Will track clouds, storms, hurricanes, etc., automatically or by hand control, up to 200 mile range. Complete in trailer van 25 ft. long (Its own building!). Price and details on request. Used by Air Force and weather bureau.

RADIO—RESEARCH INSTRUMENT CO.
550 5th AVENUE
NEW YORK 36, N. Y.

WANTED TO BUY

WANTED

Small fulltime, single market station with potential. May be losing money.
Box 956M, BROADCASTING.

TV OPPORTUNITIES-SOUTHERN VHF

Expansion Program Makes Available These Positions

SALES	PRODUCTION	ANNOUNCING
Local and regional $5000 guarantee Radio experience okay	Experienced director and Film Editor $100 +	Booth and live Send tape and photo Radio experience okay

Box 800M, BROADCASTING

FOR SALE

Stations

50% Interest for $10,000.

New station. Purchaser to become General Manager.

Box 891M, BROADCASTING

1000 WATT DAYTIMER

Georgia town of 5000. Price $50,000.00 with $20,000.00 down. Valuable Real Estate included.

Box 894M, BROADCASTING.

ARIZONA
Secondary Market

Ideal climate. Number One in area. 1000 watts daytimer. Terms.

Box 910M, BROADCASTING.

5,000 WATT DAYTIMER

In Florida City of 100,000 population. Price $200,000—terms available. Principals only write:

Box 967M, BROADCASTING

Fla.	Single	500w	$50M	Terms
N.Y.	Single	1kw-D	90M	Cash
S.C.	Single	1kw-D	48M	Terms
Fla.	Small	5kw-D	115M	Terms
Wash.	Small	1kw-D	95M	Terms
Pa.	Second	1kw-D	100M	Terms
N.C.	Second	250w	78M	Terms
Cal.	Second	500w	175M	Terms
Tenn.	Medium	250w-F	85M	Terms
Ky.	Medium	1kw-F	175M	Terms
Mich.	Medium	1kw-F	250M	Terms
Miss.	Metro	1kw-D	98M	Terms
Rocky	Metro	10kw	235M	Terms
Fla.	Large	250w-D	250M	Terms
S.E.	Major	5kw-D	225M	Terms
S.W.	Small	AM-TV	275M	Terms
S.E.	Small	VHF-TV	450M	Terms

And others.

PAUL H.
CHAPMAN COMPANY
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MEDIA BROKERS

Atlanta
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New York
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Please address:
1182 W. Peachtree
Atlanta 9, Ga.

STATIONS FOR SALE

Ours is a personal service, designed to fit your finances, your qualifications and your needs.

If you are in the market for either an AM, FM or TV station anywhere in the country be sure to contact us at once.

JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HOllywood 4-7279

FOR SALE

Stations

CENTRAL KENTUCKY

Rich, highly stable single station market. Daytime operation. Better than 50% share of audience at all times. Good terms. Write or phone Miller Welch at Davis T. Bohon, Realtor, Central Bank Bldg., Lexington, Kentucky 3-1515.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

To sell your station, or to buy Radio or TV properties $50,000 to $2,000,000 contact PATT McDONALD, Box 9266, AUSTIN, TEXAS. GLendale 3-8080.

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

Miscellaneous

FOR LEASE

FM Sub Carrier for background music service. 79,000 watts metropolitan Los Angeles area.

KNOB

7153 Pacific View Dr. Hollywood 28, Calif. Tel: HOllywood 7-0454.

Media Investments Company
6381 Hollywood Blvd.
Los Angeles 28, Calif.

Specializes in serving the general financial needs, buying and selling of stock, floating issues for purchase or expansion of radio and TV businesses.

LOVELY DOGWOOD TREES:

Finest of native trees is Cornus Florida—(White Flowering Dogwood). Cover your property with them at this fantastic price: 3 to 4 feet; 25 for $20.00; 100 for $65.00, 200 for $110.00.

ORNAMENTAL EVERGREENS:

Canadian Hemlock, Rhododendron Maximum, and Mountain Laurel. 2 to 3 ft. 25 for $20.00, 100 for $65.00, 200 for $110.00. Limited Offer. So **RUSH** your order **TODAY**. Will make shipment when same is wanted.

W. R. McGuire
Milligan College, Tenn.

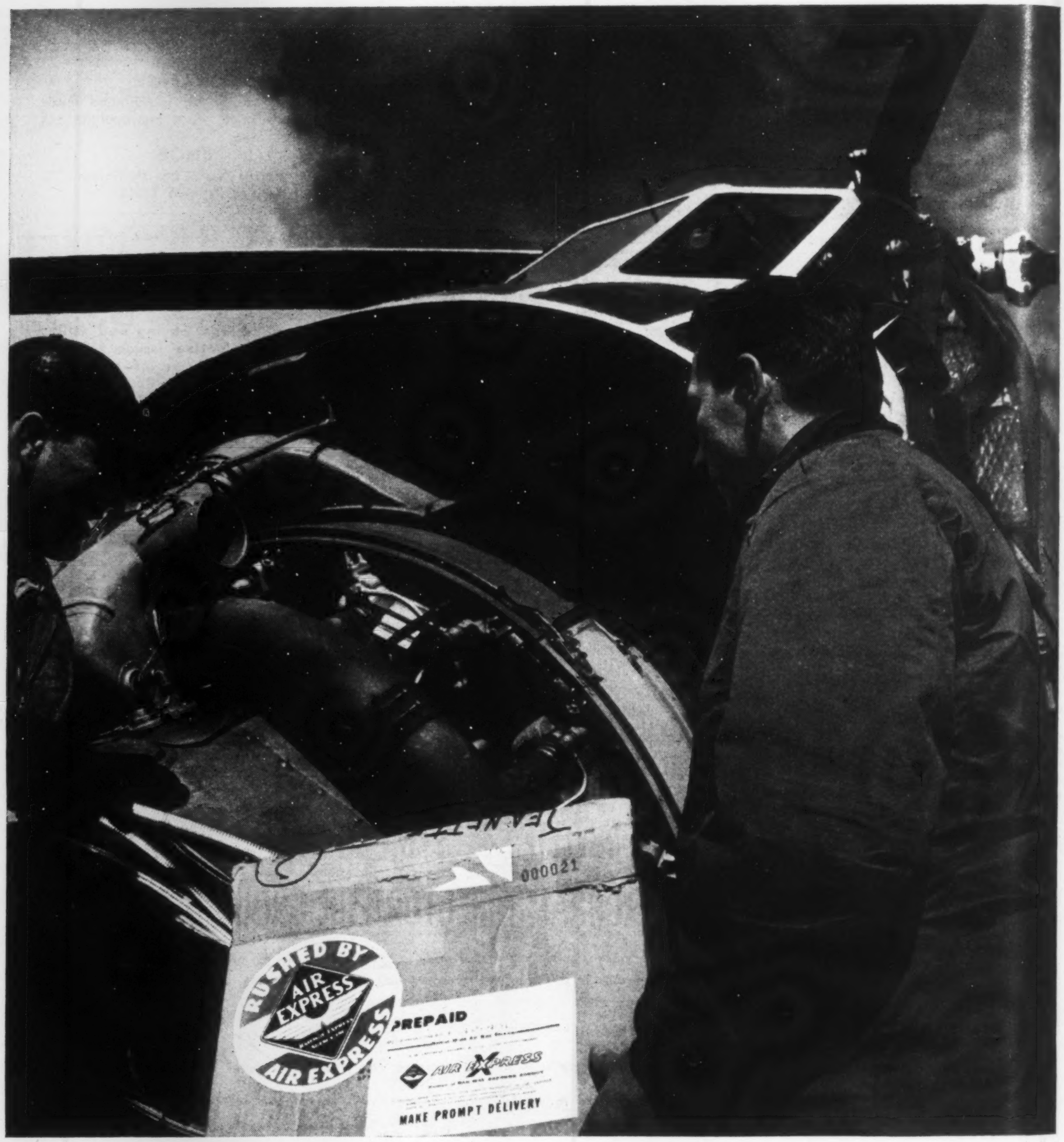
WANTED . . . $10,000—$15,000 RADIO PROGRAM DIRECTOR FOR GROUP OPERATION

This once-in-a-lifetime opportunity must be filled immediately. The person chosen for this important position will program for 6 or more radio stations and will have the following requisites:

1. **Thorough knowledge of radio production techniques.**
2. **Thorough knowledge of current and standard popular music.**
3. **Ability to achieve good ratings without the use of Rock N' Roll, "Chaos Radio" or other frenzied techniques.**
4. **Top quality voice and ability to run own show on air.**
5. **Administrative ability.**
6. **References of highest calibre which will bear up under close checking.**

The man chosen for this position is probably now employed and has not thought of making a move until he reads this advertisement. He will have the opportunity to work at the management level with one of the most aggressive broadcasting operations in the U.S. and will be located in the heart of the finest recreational area in the northwest.

If you know you are the man we want, write to us in detail, giving complete educational, employment and personal background, credit, business and personal references and a sample tape demonstrating some of your best work. If you care to include any program ideas you might have, we will be pleased to listen. No applications or material will be returned, so don't send valuable original papers. All applications answered by letter. Write to . . . Program Director, c/o Haley, Wollenberg, & Kenehan, 1735 DeSales Street, N.W., Washington, D.C.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MAKE PROMPT DELIVERY

Quick fix for 'copter... speeded by Air Express

Yesterday a crippled whirly-bird! Today a fast replacement with a Resistoflex hose lets it soar again. AIR EXPRESS—at a quick call—delivers the hose direct from distant factory stock to the heliport without delay. Cost of this amazing shipping service that assumes all responsibility? Only $5.06, for example, for 10 lbs., New York to Minneapolis (1020 air-miles). For emergencies or routine shipments—whatever your business—it pays to... think FAST... think AIR EXPRESS first!

AIR EXPRESS

CALL AIR EXPRESS, DIVISION OF RAILWAY EXPRESS AGENCY • GETS THERE FIRST VIA U. S. SCHEDULED AIRLINES

OUR RESPECTS TO . . .

Don Wesley Burden

To Don Burden, a broadcasting veteran at 31, formula radio means going with the "modern trend toward a strictly localized operation that provides a distinct service to the community."

Sometimes this may take the form of an audience-luring treasure hunt for substantial stakes or a parade of "kissin' girls" handing out numbered candy kisses to passersby, redeemable for prizes. Listeners aren't apt to forget the station's call letters and, in fact, may be wont to tune in more frequently.

Competitors of The Star Stations among other successful independent station groups—the Bartells and McLendons, the Ploughs and Storzes—may cavil at the Burden approach, but acknowledge it's difficult to argue with success. They can understand, too, because as protagonists of modern radio, they have fought formula with formula in similar attempts to "rock the market."

Western Constellation • Don Burden's meteoric rise in independent radio doubtless is best reflected in the Star Stations' corporate name. He is president and principal stockholder of properties that include KOIL Omaha, Neb.; KICN Denver, Colo., and KISN Portland, Ore. A fourth station, KWIK Pocatello, Idaho, at which Mr. Burden started his career, is owned by the same stockholders (including Mr. Burden) as KOIL.

Industry observers, including his competitors, freely admit that once he stepped into those particular markets, starting six years ago, "there never was a dull moment" in the battle for ratings and revenue leadership. And youthful Mr. Burden never backed off from the free-wheeling fight, trading gimmick for gimmick in distilling his own brand of radio programming formula.

Born Aug. 10, 1928, Don Wesley Burden was valedictorian at Iona (Idaho) High School. He managed to weather lean years and attend Idaho State U. where he majored in advertising. He left in April 1945 to join the Navy, spending over two years in service. After his discharge, he got the radio bug and tried his hand as a salesman as KWIK. He was appointed sales manager in August 1950 and held the post for over three years, honing his ambition in a small-market broadcast operation.

To the Hock Shop • Not one to decline a challenge, Mr. Burden decided to turn entrepreneur and, as he put it, "to mortgage myself to the hilt and strike out on my own." At a time when network radio was still thriving and modern independent radio had not crystallized into its present form, he went scouring the country "for a sick radio station which could be bought for a minimum of cash and one which had a good earning potential—if it had new life breathed into it."

Mr. Burden found the station and market and laid the groundwork by joining KOIL in Omaha as sales manager in August 1953. He bought it in December for $165,000 and proceeded with different program formats in a bid to raise ratings and revenue, after dropping its network affiliation. Competing with KOWH (later sold by the Storz Stations), KOIL cut into the former's astronomical audience share under Mr. Burden, a man by now dedicated to a considerable chore. Along with ratings (and the stimulus of "just about every audience-building gimmick in the history of radio," a station spokesman admits), billings have jumped six-fold in nearly six years.

After formation of The Star Stations corporate group in 1954, Mr. Burden set out to conquer new fields. He went back to Pocatello in 1957 and bought KWIK, where he got his start, for $33,000.

He utilized the same pattern of audience-building shows (contests, audience participations, gimmicks, liberal use of station personalities, including d.j.s) and the station is claimed to have increased its billings about 300% in two years. Its audience share position also has improved. (Mr. Burden confides that he recently rejected a $125,000 bid for KWIK, but reported sale of the station was in negotiation last week).

STAR STATIONS' BURDEN
Ahead in the formula game

Spring Fervor • Turning his eyes to Denver in the spring last year, he "spotted a sleeper" in KMYR, paying $402,000 for an outlet in a market that boasted 19 highly competitive radio stations. The familiar Burden approach again prevailed, drawing national as well as local attention in May 1958 and catching the ears of many listeners. The ingredients: a $50,000 "Treasure Hunt" that reportedly turned Denver on its ear (loot-seekers converged on property-owners and a local cemetery like ants). Mr. Burden followed it up with a "Lucky Phone Number" contest, avowedly eager to "rock this market like it's never been rocked before."

Disregarding the welter of stations across Denver's dial, Mr. Burden became convinced his formula possessed "great staying power," noting KMYR's improved rating position within a mere 60 days. A few months ago he kicked off a brand new promotion barrage in connection with a change in call to KICN.

Mr. Burden invaded the Pacific Northwest earlier this year, purchasing KVAN Vancouver, Wash. (Portland, Ore.), from Sheldon F. Sackett for $580,000. True to form, he immediately changed the call to KISN after FCC approval (BROADCASTING, April 20) and claims a better audience share for the facility.

Head Hunter • Spotting future musical trends and air talent have become twin stocks in trade with The Star Stations under Mr. Burden, who constantly scours other markets for capable performers. He also surrounds himself with efficient executive help, as witness the recent appointment of Bill Stewart (formerly with the Storz and McLendon stations) as vice president and assistant to the president. Other management members ("dynamic men for dynamic radio") include Steve Shepard, KOIL; Charles Vais, KISN, and Charles (Chic) Crabtree with KICN.

When he isn't traveling, Mr. Burden attends meetings of the local Optimist Club and chamber of commerce and also is board chairman of the World Wide Film Club (which offers film as a premium). He married the former Dorothy Downing of Pocatello and they have three daughters, Wendy Lea 10, Theresa Lynn 7, and Patricia Marie 4 months. He likes to go fishing occasionally.

Of him an associate recently remarked: "Burden should own stock in the airlines because he is constantly on the go, checking his properties and looking for new cities to 'light on."

EDITORIALS

Bar bills

LAWYERS who specialize in broadcasting practice can count on the rich, full life if the U.S. House of Representatives adopts the Sec. 315 amendment which the Senate passed last week.

The Senate amendment exempts from the equal time provisions of the political broadcasting law the appearances of candidates on all kinds of news programs and then, in the same sentence, adds: "but nothing in this sentence shall be construed as changing the basic intent of Congress with respect to the provisions of this act which recognizes that television and radio frequencies are in the public domain, that the license to operate in such frequencies requires operation in the public interest, and that in a newscast, news interview, news documentary and on-the-spot coverage of news events all sides of public controversies shall be given as fair an opportunity to be heard as is practicably possible."

No lawyer, reading that sentence and its closing phrases, can fail to see the endless supplies of El Dorados, Corona Coronas and Caribbean cruises which it guarantees.

No broadcaster who aspires to be a force in free journalism can see anything in the Senate bill but new restrictions against his development in that direction. Leave the closing phrases intact, and the doctrine of fairness will be an invitation to every malcontent who fancies himself wronged by any news show to appeal to the FCC and thus set in motion the costly machinery of investigation.

Note, please, the use of "any news show" in the above paragraph. While the first part of the Senate amendment pertains only to the appearances of candidates, the second applies the doctrine of fairness to all news presentations, no matter what their subjects. Day in, day out, if the amendment became law, every story, every bulletin, every interview on every news show of every length and content would be subject to protest. Did we say El Dorados for the lawyers? Change that to customized Rolls Royces.

The fight for relief from Sec. 315 must now be waged in the House. If the House adopts a more acceptable amendment than the Senate has passed, there is a chance for a workable accommodation in a Senate-House conference. Again it is up to broadcasters to acquaint their Congressional delegations with the need for action—and the equally important need for action which will not impose new difficulties at the time it corrects old ones.

Toward new spectrum control

FIRST tangible recognition of the need for complete overhauling of management of the critically important radio spectrum allocations as between government and non-government users is given in a bill (HR 8426) quietly introduced in the House last week. It would create a three-man Frequency Allocation Board—a sort of super-FCC but with power far broader than that vested in the FCC or perhaps in any other independent agency.

Because of the bill's significance and scope, it must be assumed that its author, Chairman Oren Harris (D-Ark.) of the House Commerce Committee, does not expect passage at this session, now within weeks of adjournment. Rather, it looks to us like a trial balloon for study by interested groups during the Congressional recess.

There can be no doubt about the sincerity of Mr. Harris' intentions. He wants efficient management of the spectrum, to prevent hoarding of valuable frequencies by government but, at the same time, to protect the national security. Because broadcasters have a life-and-death stake in the sensitive allocation areas, particularly the vhf range in which tv and fm are assigned, extreme care and diligence must be exercised in appraising the new bill.

Is too much power given to three men? Should provision be made for appeal from board rulings? Should usual administrative procedures be followed in the functioning of the board or of the Government Frequency Administrator who would function under the President? Is the FCC unduly stripped of allocation functions?

These are just a few of the questions that crop up in a casual reading of the Harris Bill. It is for these reasons that all entities in broadcasting, who are responsible for direct service to the public, must give priority to analysis and interpretation of the Harris Bill.

Videotape conquest

THE debate between Soviet Premier Khrushchev and Vice President Nixon at the American Exhibition in Moscow may or may not have long range diplomatic or political significance.

What is important is the journalistic history that was made and is bound to be reflected in our textbooks.

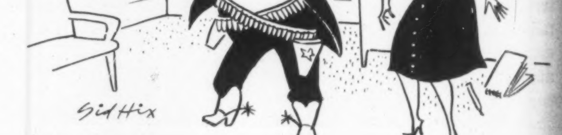
It is the fallibility of the pencil and pad mode of reporting versus the infallibility of electronic journalism.

First reports on Friday, July 24, from Moscow had the premier and the vice president in a rough and tumble debate that seemed to threaten an international incident just short of war.

Then, the next day, thanks to Ampex Videotape, and the ingenuity of Ampex Vice President Phillip Gundy in smuggling the reel into this country, U.S. viewers of all three networks saw and heard for themselves. It was a hot debate. But if there was acrimony and bitterness of the nature reported by the pencil and pad reporters, it did not show on the tv screen.

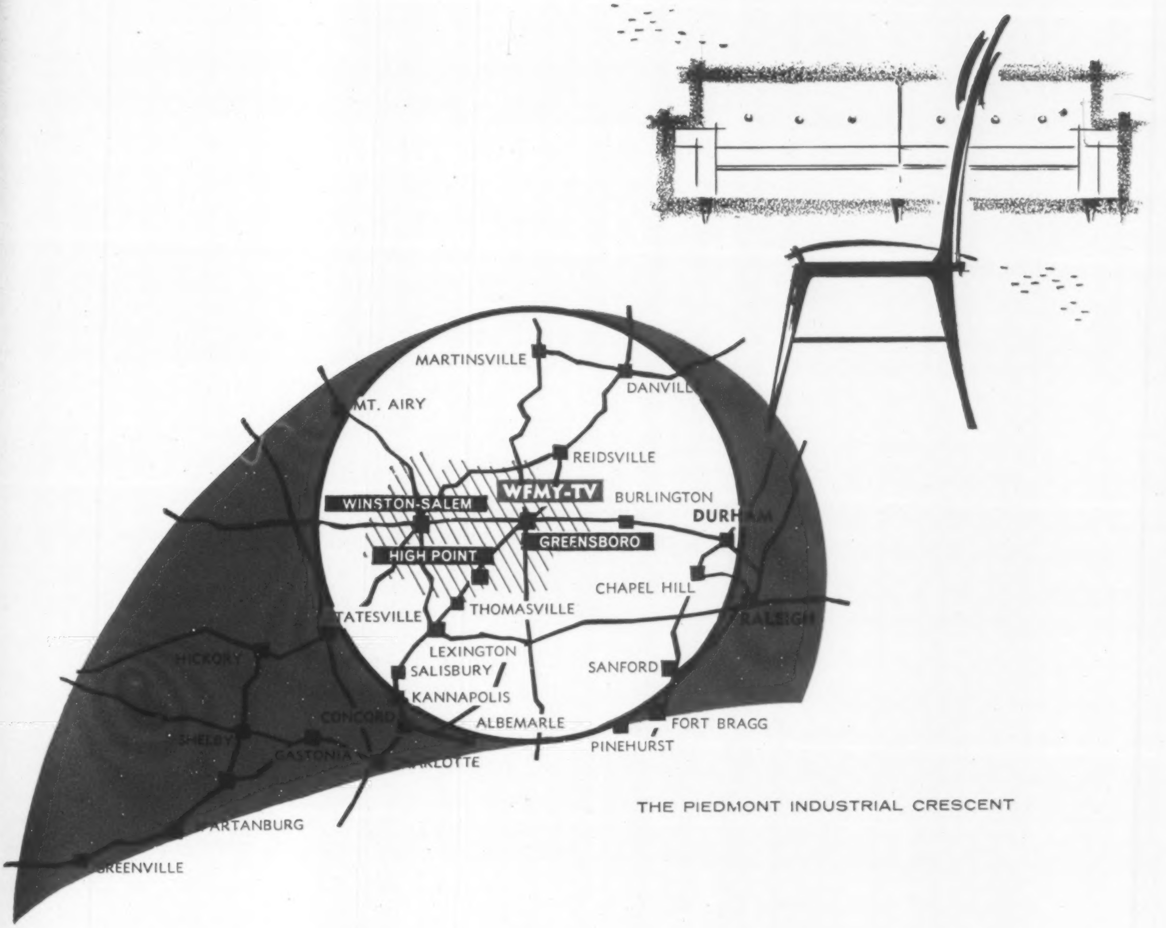
Sen. Frank Lausche (D-Ohio) told the Senate last Tuesday he was "greatly disturbed" when he read the first news reports. But when he saw the tv film he "found that the facts belied the reports."

If there had been no tape recording, the news reports playing up the debate as a back-alley brawl would have been the only impression given the American public. Words alone, no matter how adroitly written, could not tell the whole story. Even the full text could not do it. But the tv tape recording, faultless reporter that it is, showed every smile, grimace and gesture.



Drawn for BROADCASTING by Sid Hix

"If I've got to compete against westerns next year, I want to be ready."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